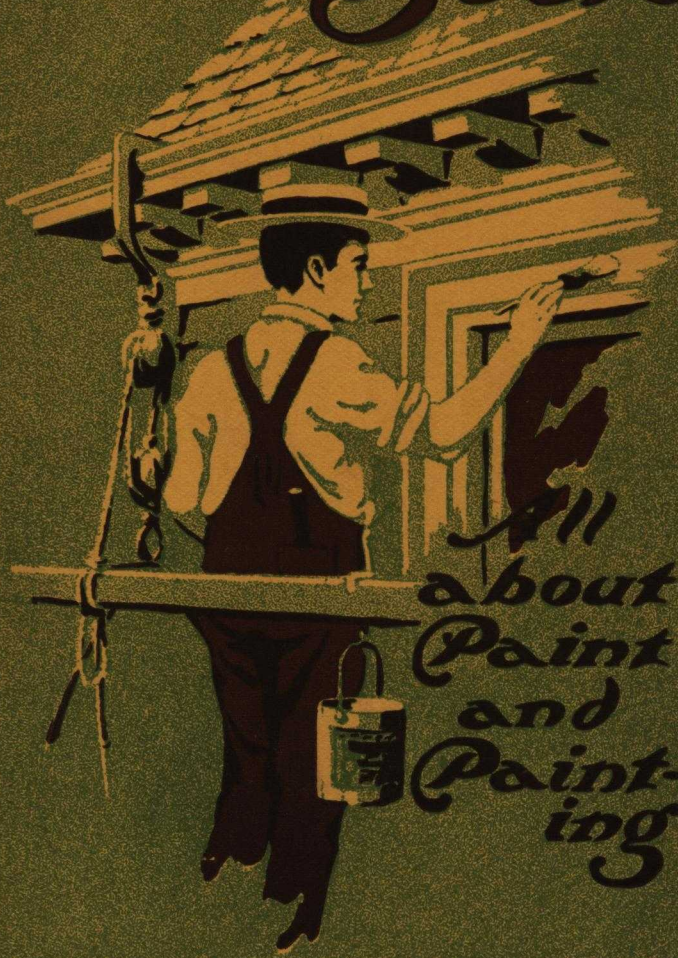
Ingersoll Paint Book



All about Paint and Painting

Brooklyn
March
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Ingersoll
Paint Book

Tells all About Paint and Painting

O. W. INGERSOLL
Proprietor
The Oldest Ready-Mixed Paint House in America
Foot of PLYMOUTH ST., BROOKLYN, N. Y.

Ingersoll
Paint Book

Tells all About Paint and Painting

O. W. INGERSOLL

Proprietor

The Oldest Ready-Mixed Paint House in America

243-245 PLYMOUTH ST., BROOKLYN, N. Y.

To the Thousands *of* Property Owners

in every State in the Union who have, for over half a century, been using the

INGERSOLL PAINTS,

and to Paint Buyers and Users everywhere, this little Book is respectfully dedicated, in the belief that it will prove a valuable aid in securing the MOST DURABLE and COLOR-LASTING RESULTS at the LOWEST POSSIBLE COST

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#PAPV038251

Our Little Book.

THIS Little Book will endeavor to give completely, yet concisely, a history of Paint Making from 1842, when the INGERSOLL PAINTS, the first Ready-Mixed Paints manufactured in America, were put on the market, down to the present-day methods of manufacture and sale of the various Brands of Ready-Mixed Paints, Paste Paints, and the so-called Tinted White Leads.

It will put you in possession of such information relating to Paints purchased from a Dealer (whether he is your Local Storekeeper or a big Supply House), as will enable you to calculate, in dollars and cents, just what you receive in actual Paint value, and just how much of **your money is wasted in Middlemen's Profits.**

It will show you that nearly all Ready-Mixed Paints sold by Retail Dealers and Supply Houses are necessarily, highly adulterated, owing to the profit and expense requirements of the Retail System. These adulterated Paints soon fade, scale and crumble off.

It will **conclusively prove** that **the Middleman** in the Paint business **is unnecessary**; that **his profits are your loss**; and that the "Retail System" should be abolished.

It will give **the reasons why** the Best White Lead and Oil **Hand-Mixed Paint "chalks"** off within a year or so from the time it is applied.

The Little Book, having told you what Paints NOT TO USE and shown you how to protect yourself against imposition, will give you full information as to

WHAT PAINTS TO USE.

It will explain the Ingersoll way of doing business OVER THE HEADS OF THE MIDDLEMEN, saving you all their expenses and profits, so that **the Best** and **Most Durable Paint will cost you less than** the price asked by Dealers for **common Paints.**

It gives full directions for all kinds of Inside and Outside Painting, with suggestions as to color combinations.

It tells about Wood Staining, Varnishing, and Finishing.

It gives the rule for estimating the number of gallons required for any given surface.

It gives full detailed directions for properly applying Paint.

It tells you how to paint up your Carriage or Wagon, and make it look like new.

It tells you how to properly paint your Roof, whether of Paper, Wood, Iron, or Steel, so that it will **stay painted.**

It tells why the better class of Painters are giving up the use of Hand-Mixed Paints.

It tells how to secure the **Most Durable and Satisfactory Results at Lowest Possible Cost.**

In short, this Little Book aims to cover the Paint Question completely.

If, in its pages, any information that you desire has been omitted, kindly write to the Publisher, who will gladly furnish the same. Address all communi cations to

O. W. INGERSOLL,
245 Plymouth Street, Brooklyn,
New York.

Paint Making in America.

PREVIOUS to the year 1842, all Paints were made by grinding the Pigments with Linseed Oil into a heavy Paste. In this Paste Form, it was sold to the User, to be made into Paint, by thinning down with additional Oil, Dryers, etc., and mixed by hand until it was supposed to be of proper consistency; the tinting color was then added and stirred in by hand,—a slow, tedious and expensive operation, —and the results invariably unsatisfactory, owing primarily to the fact that **it is impossible to combine White Lead, or other Pigment, with Linseed Oil by Hand-Mixing.** (See page 23.)

The best that can be done by hand-mixing, is to temporarily suspend the particles of Pigment through the Oil. When the stirring stops, the Pigment immediately falls or settles to the bottom, **proving conclusively that the particles of Pigment have been merely mingled through the Oil, but not combined with it.**

These imperfect hand-mixtures, which will not hold together while being prepared, soon disintegrate when exposed to the action of the elements, and are therefore of little value for Outside Painting, as we shall more fully explain in our article, "Why White Lead Chalks."

Beside the high cost and lack of durability of Hand-Mixed Paints, there are other vital objections. For instance, the Oil and Coloring Matter being added by guess-work, **uniform results in consistency, covering capacity or color, are impossible.** Houses painted with Hand-Mixed Paints generally look uneven and blotchy.

It seems to us almost an insult to the intelligence of the American Property Owner, that we are not writing of these crude, imperfect, Hand-Mixed Paints in the past tense, as the something of long ago.

Our business has been built up by making and selling good paint at factory prices, and immediate shipment of orders.

What would we think of a man who continued to use the Candle Dip of our forefathers, with its faint, flickering light, in preference to the infinitely better and cheaper light of our present day oil lamps, gas and electricity? Yet, there are many who still use the imperfect Hand-Mixed Paint, in preference to a perfectly combined Ready-Mixed Paint.

The Science and Art of Paint Making have advanced just as much as the Science and Art of Light Making.—A Paint, scientifically prepared on exact formulas, in accordance with Nature's Chemical Laws, the Pigments and Oil thoroughly united by steam mixing and grinding, like the INGERSOLL PAINT, **is as much superior to the old fashioned Hand-Mixed Paint, as the Electric Light is superior to the old fashioned Candle Dip.**

It will be seen from the above that previous to 1842, Hand-Mixed Paints were the only Paints used in this Country. In 1842, the INGERSOLL PAINTS, the first Ready-Mixed Paints made, were put on the Market, so that the customer could purchase a paint of any desired shade or color, in any quantity, ready-mixed for immediate use.

The INGERSOLL PAINTS, being made on exact formulas, from the Best Materials, properly combined by machinery, **proved from three to four times more durable and color-lasting** than the old Hand-Mixed Paints. The Manufacturer, purchasing his Materials at Wholesale, in large quantities, was able to sell the INGERSOLL PAINT at a **price lower than the cost** of the various ingredients for making the Imperfect Hand-Mixed Paints.

Owing to their lower cost and superior durability, the use of Ready-Mixed Paints very soon largely superseded the Imperfect Hand-Mixed Paint. Other Mixed Paint Factories were started from time to time, but it was not until the year 1870 that any great number of them came into existence.

At first, the INGERSOLL PAINTS were sold through Traveling Salesmen to the Local Storekeepers and Jobbers, who, in turn, "Retailed" them to their customers.

It soon became evident, however, that the **Middlemen were taking advantage** of the great demand for Ready-Mixed Paints, by exacting an exorbitant profit. This extortion put the Retail Price of Ready-Mixed Paints so

unreasonably high, that, to a certain extent, people were forced to go back to the old Hand-Mixed Paints, or let their buildings go unpainted.

For these reasons, the Manufacturers of the INGERSOLL PAINTS decided to **eliminate the Middlemen entirely,** and to sell their goods **Direct from the Factory to the User, at Factory Prices.**

With the Co-operation and Endorsement of the National Grange, P. of H., representing hundreds of thousands of Members in every State, the Patrons' Paint Works was organized in 1874, with two primary objects in view:—

FIRST.—To manufacture the INGERSOLL PAINTS, which had then (1874) been in use 32 years, and **proved themselves** to be the Most Durable and Economical Paints.

SECOND.—To sell these Paints, "Direct from the Factory to the User," at Factory Prices, eliminate the Middleman and his Profit, and **give the Customer the saving made.**

By cutting out the Middlemen's Profits and Expenses, the cost of the Ingersoll Paint to Consumers, was at once greatly lowered from prices previously charged by Dealers.

When Local Storekeepers and Jobbers throughout the Country realized the fact that the individual Property Owner could purchase his Paint "Direct from the Maker," at the Factory Cost Price, they rightly concluded that their Retail Paint Business, with its enormous Profits, would soon be a thing of the past, **unless** they could get some kind of Paint which could be profitably Retailed for the same money charged by the Manufacturer selling Direct to Consumers.

To supply this demand of the Dealers, other Ready-Mixed Paint Makers were compelled to entirely remodel their method of manufacture. To meet the Low Factory Price at which the INGERSOLL PAINTS were being sold direct from the Factory to Consumers, and knowing that **Dealers would not handle Paint on which they could not**

Any commercial register will show that we are reliable and responsible.

make a good profit, Manufacturers were forced to very much cheapen the cost of their paints. We now come to the age of

ADULTERATION AND SUBSTITUTION.

Barytes and Clays of different kinds, costing half a cent a pound, were **substituted for White Lead** and **Zinc,** and other good pigments; **Rosin Oils** of various kinds, costing from 10c. to 15c. a gallon, were **substituted for Pure Raw Linseed Oil; Benzine** costing 10c. a gallon, was **substituted for Turpentine** and other similar substitutions. In this way were the Paints cheapened, and the Middlemen's Profits provided for.

Of course these cheap mixtures were not durable,—they could neither last nor prove satisfactory to anyone excepting the Manufacturer and the Dealer, who were both making good profits.

These Ready-Mixed Paint Swindles soon gave the entire Paint Trade a bad name, and the Property Owners, failing to grasp the fact that it was the Middlemen and their profits which stood between them and Strictly First-class Paints at fair prices, wrongly decided that all Ready-Mixed Paints were swindles.

We are confident that your experience will verify the fact that most of the **Mixed Paints sold by Dealers, Supply Houses and Jobbers, are seldom, if ever, satisfactory.** You possibly have not known the inside history here given which explains the reasons why.

In a following article, entitled "The Retail System," we shall give you facts and figures which **will prove, conclusively, that the Best Paint** made from Strictly Pure Materials, **cannot be sold by Dealers for less than $2.25 a gallon,**—that a lower price means a lower grade of Pigments and Oils, and a much lower price, high adulteration, and, consequently, a Paint, in the use of which, you cannot expect to get satisfactory results.

Of late years, there has come on the Market, a Paint, put out as a "new idea," called Liquid Paste Paint, in the use of which you are directed to add a gallon of Oil to a gallon of Paint, and then, it is all figured out to show you how very cheap these Paints, costing $1.75 per gallon, really are, when thinned down with Linseed Oil. Appearances are sometimes deceitful however, and these **Paste Paints are really the**

most expensive Paint you can buy or use, as we shall fully explain in an article entitled "Liquid Paste Paints," which please read carefully.

In closing this little history of "Paint Making in America," we wish to state that the INGERSOLL PAINTS, which have now been on the Market for over 60 years, are sold **"Direct" from the Factory to you,** at "Factory Prices." **The entire costs and expenses of the Retail System,** Traveling Salesmen, and Middlemen's Profits, **are eliminated,** and we can consequently sell you the Very Best Paint that can be produced, at a **price lower than** Storekeepers and Dealers must ask you for the cheap, **common Paints,** above described.

Retail System.

WHEN we speak of the "Retail System," we refer to the method of doing business through Middlemen, as represented by the Local Storekeepers, Supply Houses, and Jobbers.

You know, as well as we can tell you, that these Dealers do not manufacture the Paint they sell.

You know that the Storekeeper is in business for money, and exacts a goodly profit on every gallon of Paint he sells; and that he must also add a sufficient sum to cover his expenses, rent, clerk hire, etc.

You know that the Manufacturer's Traveling Salesman, who persuades the Storekeeper to handle the Paint, receives a big salary; that he stops at the best hotels, and travels regardless of expense;—all of which is included in the Selling Price of the Paint.

The exact cost of selling a gallon of Paint through the Middlemen, by the Retail System, is well known to every Manufacturer, and is figured on just as surely, in determining the Selling Price, as is the cost of the Oil and Pigments used in making the Paint.

For appearances' sake, as well as for protection, the wise property owner keeps his buildings well painted with the best paint,—that's Ingersoll's.

THE MIDDLEMEN REAP THE BENEFITS. THE CONSUMERS PAY THE BILLS.

In order that Paint Buyers may clearly understand this matter, we submit the following itemized statement, containing **only those charges** which make up **the cost of the Retail System,** and which would be **absolutely saved to the Consumer,** if he purchased his Paint "direct" from the Ingersoll Paint Factory. We put these Profits and Expenses at the Lowest Possible Figures, consistent with actual practice, preferring to understate rather than otherwise.

LOWEST COST OF HANDLING A GALLON OF PAINT BY RETAIL SYSTEM.

Salary and Expenses of the Traveling Salesman who sells it to the Storekeeper	$ .15
Manufacturer's loss by interest on credits and bad debts	.05
Storekeeper adds, to cover expenses, rent, etc.	.05
Storekeeper's Profit	.25
Middlemen's Profits and Expenses per gallon are at least	$ .50

Owing to the **Dealer's desire for increased profit,** the Costs and Expenses of the Retail System are generally much higher than here quoted, and often amount to **one-half the Retail Selling Price.**

There is therefore **at least 50c.** included in the Selling Price of every gallon of Paint sold by a Dealer, which is **a complete loss to the Consumer,** who provides the money, but **who receives absolutely no return** in Paint Value.

It is a well-known fact that the cost of labor for making, and the Profits and Expenses of the Middlemen for handling and selling, **are exactly the same** for low grade, adulterated Paints, as for strictly good, high-grade Paints.

The difference in the Selling Prices of the various Mixed Paints handled by Dealers **represents the greater or less cost of the Materials used** in their manufacture.

In any event, the profits of the Middlemen must be provided for.

It is therefore clear that, by DEDUCTING 50c. from the Price asked by any Middleman for a gallon of Paint, YOU WILL KNOW the Greatest Possible Value of the materials contained in that Paint, with every chance that the REAL VALUE of the Material is MUCH LESS.

FACTORY COST FOR MAKING GOOD PAINT, AND THE LOWEST PRICE AT WHICH IT CAN BE SOLD BY DEALERS.

From a life-long, practical experience in Paint-making, we know that the Lowest Prices at which **good Paints** can be produced and sold by Dealers are as follows:

	Price per Gallon According to High or Low cost of Linseed Oil
For Dark Colors made from pure, low-priced Pigments,—French Ochre, Umber, Red Oxide, Sienna, etc.—Dealer's Price, cost of Retail System (50c) added..	**$1.25** to **$1.40**
Our Factory Price **same quality,** see Page 32.	
For Light Colors and Tints requiring addition of the more expensive White Pigments. Dealer's Price, cost of Retail System (50c) added.....	**1.40** to **1.60**
Our Factory Price **same quality,** see Page 32.	
For the Best Quality of Paint that can be produced in Pure Snow White and Colors, made with Selected White Lead and Oxide of Zinc Pigments. Dealer's Price, cost of Retail System (50c) added	**1.75** to **2.25**
Our Factory Price **same quality,** see Page 29.	

Note: Calcutta Linseed Oil costs one-third more per gallon than American Oil. It is heavier bodied and more durable.

Promptness is a virtue; we guarantee immediate shipment of all paint orders.

From the above facts, we must conclude that, if the Paint the Dealer offers you is **low in price,** it is certain to be **poor in quality;** if the Dealer's Price is **high,** his Paint **may be** of good quality; but, no matter what his price, **the Dealer's Profits are always included.**

These facts are incontestable and beyond any possible question of dispute.

It is impossible for the Dealer to compete, **both** in Price and Quality with the Manufacturer selling "Direct to the Consumer."

If the Dealer competes in **Price,** his Profits and Expenses must be made up by **adulteration,** and the Paint is **inferior** and will not give satisfaction.

If he competes in **Quality,** his Price must be **at least 50c. a gallon higher,** to cover his Profits and Expenses.

DIRECT BUYING SAVES YOU 50c. A GALLON.

That the INGERSOLL PAINTS are the MOST DURABLE and COLOR-LASTING on the market has been proved by over 65 years' continuous use. They are made from the Best Materials under exact formulas, scientifically combined.

It is always cheaper in the end to use the **Best Paints.** The cost for labor to apply is **no more,** and they are from **three to four times more durable** than the cheaper Paints.

You will save over half your future Paint Bills by using the BEST PAINT,—INGERSOLL'S PAINT.

I think we have proved that **Middlemen are an unnecessary evil in the Paint business;** that the Jobber, Local Dealer, Supply Houses, and all classes of Middlemen are not in business for pleasure, nor as a matter of philanthropy, but solely for the purpose of making money; and, that they will not handle any article of merchandise on which they do not make a good profit; that **the Consumer, purchasing from them, must not only pay the full value for his Paint, but must also pay their Profits and Expenses,** which are always included in the Retail Price.

The question is, **can you afford to support these Middlemen and pay their expenses?**

The dollars which you might have saved, are lost and gone forever; but there is no earthly reason why you should not **save the Middlemen's Profits** on all future purchases **by ordering Direct from the Ingersoll Paint Factory.**

What is the Best Paint?

You will save over half your future Paint and **Labor Bills by using the best Paint. Cheap Store Paints and** imperfectly combined Hand-Mixed Paints are for **temporary appearance only.** You want the **lasting protection,** given by the INGERSOLL PAINT.

To determine **"What is the best Paint,"** a "joint committee," representing all Paint interests,—the Manufacturer, the Painter, and the Chemical expert,—have for several years been making practical outdoor tests with many different kinds of Paint. Their report **shows** that the **best Paint** is made with a **"combination of two or more** white Pigments." Of all Paints tested, White Lead and Oil,—used alone,—proved the **least durable,** "chalking" badly. This Expert Committee's report is **unbiased,** and **conclusively settles** the **"Best Paint question."** This report **shows you** that satisfactory, durable results **cannot be expected** in the use of White Lead and Oil Hand-Mixed Paint.

White Lead is a good pigment, but it **must be used in combination** with Oxide of Zinc and other pigments, as in INGERSOLL PAINTS, to secure **durability.** The INGERSOLL PAINTS, in use 68 years, **have proved** their **superior durability** and are the **only Paints** holding the endorsement of the "Grange" for **36 years continuously.** Can I offer you better or more **positive proof** of **quality?**

Pennsylvania State Grange, Executive Committee.

Dear Sir:— Have used your Paint twice before and tested it alongside of White Lead and two other Mixed Paints. The **BEST PAINT I ever used** is INGERSOLL'S.

I. FRANK CHANDLER.

Ohio State Grange, Office of Deputy Master.

Dear Sir:—I received copy of the Ingersoll Paint Book asked for. My father used the INGERSOLL PAINT more than **30 years ago** and it has given the **best of satisfaction.** Find draft to cover enclosed order.

October 22nd, 1910 FRANK BALYEAT.

This is the kind of Paint service you want. What the INGERSOLL PAINTS have done for others, they will do for you. We have thousands of letters like above; many Customers in your State,—send for their names. We like investigation. It means orders.

INGERSOLL PAINTS

Since 1842 we have been manufacturing Ready Mixed Paints exclusively; and since 1874 we have been selling these Paints "Direct to the User" at Factory Prices. We make Paints for all purposes, in several grades, to meet every requirement of our customers. Our "Direct" method of doing business enables us to furnish Paint that will give the GREATEST AMOUNT of SERVICE at the LOWEST POSSIBLE PRICE.

Some people have their own ideas as to how Paint should be made and want to know exactly what materials enter into its composition. Others prefer to leave the making of the Paint to the manufacturer, and hold him responsible for the durability of the Paint. We endeavor to meet both demands.

White Lead and Oxide of Zinc, owing to their covering capacity, are the two White pigments mostly used in Paint making. Owing to the fact that White Lead has a destructive chemical action on Linseed Oil, destroying its elasticity and fibre, which causes the paint to "chalk", and the tendency of Oxide of Zinc to become so hard and brittle as to scale from the surface—these pigments **should never be used alone,** but always in combination with other pigments that will help overcome these defects.

WHITE LEAD—ZINC—COMBINATION PAINT

These Paints are made with strictly Pure White Lead and Oxide of Zinc in combination with a minor percentage of Silica and Asbestos —long fibre; ground and mixed in Pure Linseed Oil, Turpentine and Dryer; Guaranteed to be made strictly in accordance with formula.

Price in Pure White and light tints.....**$1.85** per gallon.

INGERSOLL'S LIQUID RUBBER PAINTS—SPECIAL

are made from Pure White Lead and Oxide of Zinc in combination with a small percentage of Silica Magnesium, ground in Pure Linseed Oil, Turpentine and Dryer; Guaranteed to be made strictly in accordance with formula.

Price in Pure White and light tints.....**$2.00** per gallon.

Paint is used solely for the purpose of beautifying and protecting surfaces to which it is applied.

What is the Best Paint? **The Paint that will best protect your building for the longest period of time.**

The value to you of a Paint **depends entirely** on the **service it will give**—consequently, there can be **only one** "Standard of quality" and that is **DURABILITY.**

Will a "chemical analysis" or "formula label" determine the **lasting quality or value of a paint to the Property Owner?** No. It may give an idea as to the

chemical contents, but of the method of preparation and the physical properties of the ingredients used, which are **fully as important** as the composition of the paint—**it will tell NOTHING.**

In a properly prepared Paint the materials must be selected with due regard to **both** their chemical and physical characteristics and **thoroughly united** into a homogeneous mixture that will not separate or disintegrate either in the pail or on the surface to which it is applied.

In view of these facts—the **only true test of paint value is the service it will give.** It may be taken as a fact that no paint obtains popularity except on the basis of **substantial merit,** and the property owner who relies on this record of superior economy and durability—practically demonstrated and proved on his own or neighbors' buildings rather than on the "claims" made for "formula label" Paints, **will save considerable money** and future annoyance. **"There is a reason Why"** the Ingersoll Paints have been in constantly increasing demand for over 50 years—and maintained a permanent sale for themselves wherever used. See page 54 of this Book.

LIQUID RUBBER HOUSE PAINTS

These Paints, made under our private formula—**have been on the market for over half a century.** Their weather resisting qualities and great durability **have been proven** under all climatic conditions in every State in the Union. We do not believe a **more durable paint can be produced at any price.** We guarantee them—properly applied—to give you satisfactory service.

Price of Pure White and light shades.. See Pages 29 and 30

INDESTRUCTIBLE COTTAGE and BARN PAINTS

Made in Cream White and twenty colors, are recommended as **the most reliable low priced paint on the market.**

Prices of Dark and Light colors,..... See Page 32

DURABILITY CAN ONLY BE PROVED BY USE

"MR. INGERSOLL: Edinburg, Pa.

Dear Sir—Please let me know by return mail, the price of your Paints. I have an order of my own for over fifty gallons and my neighbor is talking of sending for some. I got your Liquid Rubber and Indestructible Paint for my house and barn about **20 years ago. Your Paint certainly has no equal for lasting.** The Methodist Church in our community was painted with your Paint some **10 years ago** and it looks as though it had been painted **only a few years.** Please let me hear from you promptly, as I want to order soon.

Yours, J. C. F. KARIBUR."

"MR. O. W. INGERSOLL: Norvell, Mich.

Dear Sir—I am a painter and want your Paint Book and Sample Cards. I have used your Paint and the only objection I have to it is **that if it is properly applied, it lasts too long.**

Respectfully yours, W. C. PRATT."

Why White Lead Chalks.

THERE was a time, **a great many years ago,** when White Lead and Oil, Hand-Mixed, was supposed to make the best possible Paint.

Of late years, the Question is often asked by our Patrons, "Why does the best White Lead and Oil 'chalk' within a year from the time it is applied?"

The cause is easily found and the answer given, by an examination of the facts.

WHITE LEAD is a carbonate of common Lead and contains Carbonic Acid, which is **most destructive to Oil.**

WHITE LEAD is produced by corrosion, which should be by a slow, natural process, requiring six weeks; to-day it is corroded **with powerful Acids in twenty-four hours.**

WHITE LEAD, produced by this rapid, cheap method, **is very inferior,** and retains a certain amount of the acid with which it is corroded.

WHITE LEAD cannot be combined with Oil by Hand-Mixing. The minute you stop stirring, the Lead falls or settles to the bottom, proving that the particles of Lead have been simply mingled through the Oil, but NOT united or combined with it.

A Paint which will not hold together in the pail while being prepared, cannot be expected to hold together when exposed to the action of the elements.

When White Lead and Oil Hand-Mixed Paints are applied to a building, the destructive acids contained in the Lead are set free by the action of the Sun and the Oxygen in the air. They immediately attack the Oil, eat and destroy its fibre, leaving nothing but the dry, powdered pigment on the surface.

The imperfect method of making Paint by hand-mixing only serves to assist in the work of destruction, so that, in a short time, a building painted with **Hand-Mixed Lead and Oil, must, in accordance with Fixed Chemical Laws, "chalk."**

The best proof that you have used Pure White Lead improperly prepared is the fact that, in a year after your building has been painted, you can rub it off like so much chalk. If you have never observed this chalking of White Lead, select a clear, dry day, go to the south side of any building so painted, **rub your hand over the surface, and prove it** to your own satisfaction.

A coat of Whitewash would give an equally good protection against the action of the weather.

With the knowledge of these facts, you can come to only one conclusion, and that is: if you wish to paint your buildings with good, durable Paint, which will protect them against the action of the elements, **Hand-Mixed Lead and Oil Paint is not the Paint to use.**

Under the Ingersoll "private formulas" and method of paint-making, White Lead is used in combination with Oxide of Zinc and other pigments. The evil effects of the Acids in the Lead are overcome. The Pigments and the Oil are thoroughly combined so that they will not separate, producing a Paint of uniform consistency, and of the greatest possible durability. Therefore, **if you want the Best Paint, that will protect your buildings against the action of the elements, use the Ingersoll Paints.**

White and Tinted Leads.

IT is a well-known fact, in the trade at least, that the greater part of the so-called "White Leads" and "Tinted Leads" sold in paste form under fancy names or brands, **contain very little, if any, Pure White Lead.**

These facts were clearly proved some years ago, by the chemical analysis of different brands purchased in the original manufacturers' packages, from Dealers in every large city in the Country. The best of them were found to contain only a few pounds of genuine White Lead to every one hundred pounds of material examined, others, **no White Lead at all;** and, in the main, these so-called White and

Tinted Leads were found to be a mixture of 40 parts Oxide of Zinc and 60 parts Barytes.

Barytes, or heavy spar, as used in Paint, is a non-absorbent, white powder, of a hard, gritty, flintlike nature, without body or merit of any kind as paint.

It has no affinity for Oil or other pigment with which it is mixed, and will not combine with them.

It is very heavy, and gives to the pigment to which it is added, the weight required to imitate White Lead.

Last, but not least, it is **very cheap,** costing only half a cent a pound.

These characteristics of **Barytes, the vilest adulteration used in Paint,** appeal very strongly to the Makers and Retailers of Imitation White and Tinted Leads.

BARYTES MEANS BAD PAINT AND BIG PROFITS.

As the cost for labor in grinding 100 pounds of Pure White Lead and 100 pounds of Imitation Lead in paste form is the same, we will simply take the dry pigments, at wholesale, for comparison.

ILLUSTRATION.

Pure White Lead.	Imitation Lead
100 lbs. cost $6.00,	40 lbs. Zinc cost . . . $1.70
	60 " Barytes cost 30
	100 lbs. cost $2.00
or, 6c. per lb.	or, 2c. per lb.

It will be seen from the above, that by adulteration, the maker and seller of the spurious White Leads make an extra profit of 4c. per lb., or 200 per cent., if they sell it at 6c. per lb. We doubt, however, if you can purchase these Tinted Leads which cost only 2c. per lb., for less than 10c. or 15c. per lb. **Ask your Dealer for the price, the next time you see him.**

Do not allow yourself to be persuaded, by any sort of argument, into buying or using these cheap, trashy goods, which **cannot possibly give satisfaction.**

Use the INGERSOLL PAINTS, which are **guaranteed to give satisfaction.**

You can buy them "Direct" from us, the Manufacturers, and **save the Dealers' profit.**

Liquid Paste Paints.

THE latest, and probably most misleading shape, in which these Imitation Leads have been put on the Market, is in the form of Liquid Paste Paints.

These Liquid Paste Paints weigh about 20 lbs. to the gallon. They are, as a rule, sold by Jobbers and Dealers for $1.75 a gallon, and the customer is told that, by adding one gallon of Oil to a gallon of the Paste Paint, he will secure two gallons of Paint, ready for use, at a very low price, which indeed is **apparently** the fact. But an investigation of the actual value and cost of producing these **Paste Paints**, will show that they **are the most expensive form of Paint the Property Owner can buy.**

The Liquid Paste Paint is "SUPPOSED" to be a combination of White Lead, or White Lead and Oxide of Zinc, with Linseed Oil, Dryers and Coloring Pigments.

HOW IMITATION PASTE PAINTS ARE "ACTUALLY" MADE.

35 lbs. Lead and Zinc at 6c.	$2.10
55 lbs. Barytes at ½c.	.28
2 gals. Linseed Oil, Dryers, etc.	1.30
1 gal. Cheap Paint Oil	.20
Which produces five gallons costing	$3.88

Divide the $3.88 by 5 and get the value of Material in one gallon.

Cost of Material per gallon	.77
Cost of grinding	.05
Cost of package	.10
Manufacturing cost per gallon,	$ .92
Middlemen's Profits per gallon,	.83
For this Paint the Customer is asked	$1.75

It will be seen by the above that **the Consumer pays $1.75 for only 77c. worth of highly adulterated material,** on the sale of which **the "Middlemen" make the enormous profit of 83c. a gallon.**

The Ingersoll motto: "Best possible quality at the lowest possible price."

To Paint Buyers.

THE writer of this Little Book does not wish to imply that there are not reputable Manufacturers of Ready-Mixed Paints in this Country, but he does wish to say, that a Manufacturer whose Paints are sold under the Retail System, through Middlemen, **cannot by any possibility, offer you the same Quality of goods, at the same Low Price, we do.**

There are Ready-Mixed Paints which are manufactured and put on the Market with only one object in view, and that is, large profits to the Manufacturer and to the Seller without the slightest consideration for the rights of the Consumer to receive decent treatment and value for his money.

We have fully exposed the method of manufacture of this class of Paints, told you about the adulterations used, and shown you how they are sold; so that, in the future, you will not have to rely on anybody's statement or guarantee as to the real value of any Paint offered you.

These Ready-Mixed Paint Swindles are put up in neat packages, handsomely labeled; they **are dear as a gift,** for you lose not only the cost of the Paint, but also the expense of applying it, and have, as a result, a disfigured house, which, in a short time, must be repainted.

The fact that millions of dollars are annually wasted in the purchase and use of these vile mixtures, **proves** that Property Owners have not heretofore had any knowledge of the facts made public in this Pamphlet, or they would not continue thus to waste their money.

The INGERSOLL PAINTS have been in use over sixty years; their great durability and color-lasting qualities **have been proved by actual use.** We can refer to thousands of customers in every State in the Union.

The INGERSOLL PAINTS are sold **"Direct to the Consumer,"** at Factory Prices.

A man's best friend is his pocketbook; be kind to your friend. Don't waste his substance on worthless paint.

The Ingersoll Paints.

THE INGERSOLL PAINTS have been manufactured and sold in this Country for over 60 years. **They have proved themselves, in practical use,** to be More Durable and Color-lasting than any other Paint offered to the Public. They neither blister, crack, chalk, nor peel off, and have stood the test of every climate.

We do not ask you to take our word for this, but refer you to customers in any State in the Union. We print several letters from customers on the last pages of this Book. Here is a sample:

Spring Mills, Pa., Oct. 10th, 1904.

Mr. O. W. Ingersoll,

Dear Sir:—In 1876 (28 years ago), I bought Paint from you for my House, and it looks fair yet; but I will repaint it this Fall, and I want the same,—**the Paint that lasts 28 years, is good enough for me.**

I have been a Member of the Spring Mills Grange for over 30 years, and used your Paint on another building at Spring Mills, 18 years ago, and on still another, 7 years ago; all gave satisfaction. Please give me price on Best White Paint.

Awaiting early reply, I am, sincerely yours,

JAMES A. MCCLINTIC.

THE INGERSOLL PAINTS are the ONLY PAINTS which have, for over 30 years, held the Official Endorsement of the Patrons of Husbandry, and other large Farmers' Organizations.

These Endorsements are the Best Guarantee of Quality that has ever been given to any Paint.

The ancient Chinese and Japanese excelled in the art of paint-making. After hundreds of years, Paints of their production remain intact without any fading of the colors.

The official Grange (P. of H.) endorsement guarantees to you fair, honest treatment at our hands.

Why? **They understood the importance of complying with** the Chemistry of Nature in paint-making.

A celebrated Painter was once asked by a student, how he mixed his colors. He replied, "With brains, sir;" and we believe that this is the only way to successfully produce good paint.

We could, of course, manufacture any kind or form of Paint. Experience has demonstrated that **the Best Paint cannot be made** from Tinted Leads or the so-called Paste Paints, which must be thinned down with Oil before using, owing to the fact that the **Pigments and Oil cannot be united or combined by Hand-Mixing.** For this reason, we do not manufacture or sell this class of Paint.

Experience has fully demonstrated that the Best Paint is one where all the Oils and Pigments are thoroughly ground and mixed together into a Paint ready for use.

On the theory that a man will accomplish most, who sticks to one thing, we have concentrated every thought, and all the time and energy of a life-long experience in paint-making, to the production of INGERSOLL'S READY-MIXED PAINT, **which has proved itself to be** the Most Durable and Color-lasting Paint for all kinds of work.

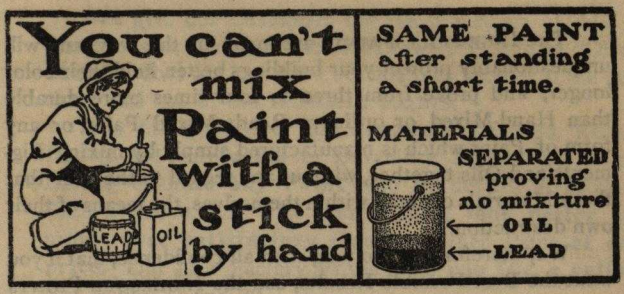
The best known materials for Paint-Making are Zinc White, White Lead, and Linseed Oil. **Simply stirring these Pigments and Oil together by hand, with a stick, however, does not make Paint.**

White Lead is a carbonate of common Lead and contains Acids which eat and destroy Linseed Oil.

Zinc White is an Oxide of Metal. Owing to its chemical action on Linseed Oil when exposed to the action of the atmosphere, it becomes hard and brittle and is liable to scale off.

Pure Linseed Oil, as sold commercially, is produced from Flax-seed by steam heat and hydraulic pressure, and contains a considerable amount of moisture, seed fibre, and waste, all of which impair the durability of the Oil.

The best Paint can be made with these materials as a foundation, but they must be "mixed with brains." Other materials must be added to counteract and **remove the destructive action** of the White Lead on Linseed Oil, and to **overcome** the tendency of Oxide of Zinc to "scale." The Oils and Pigments must be then so thoroughly united that **they will not separate or disintegrate** when exposed to the action of the elements.—This can only be done as explained on the opposite page.



TO properly combine Pigments and Oil requires powerful high-speed Steam Mills and Mixers, and a Three-Story Factory. It cannot be done with a stick by Hand-Mixing.

The INGERSOLL PAINT is not touched by hand after the Pigments and Oil are put into the big Steam Mixer on the top floor of our Factory. The Pigments and Oil are given several hours' agitation in this rapidly revolving Mixer, making **175 revolutions a minute,** and the Mixture is then run through a powerful French Burr Stone Mill making **280 revolutions a minute.** The Liquid Form of the Mixture permits us to set the stones of the Mill very close together, producing great pressure by which **every particle of Pigment is ground to atoms** so small, as to be invisible to the naked eye, and is thoroughly incorporated with the Oil, which has become just hot enough from the heat generated by the friction and pressure of the rapidly revolving Mill, to completely receive and appropriate it. From this Mill the compound passes into other Steam Mixers and is **again subjected to extreme agitation** for several hours, and is finally delivered into the Storage Tanks on the third floor below, a perfectly combined Paint, ready for use and shipment to you.

Continuous hand-stirring, day and night, for six months, could not possibly accomplish what our powerful machinery has thus effected in twenty-four hours; hence we say to you that it is impossible to produce Good Paint or combine Pigments and Oil by Hand-Mixing.

The INGERSOLL PAINTS are made in this way, and will unquestionably protect your buildings better, hold their color longer, and prove from three to four times more durable than Hand-Mixed or ordinary Ready-Mixed Paint, or any form of Paint which is manufactured simply by mixing Pigments and Oils together, without any regard to the fact that these Materials contain, within themselves, the means of their own destruction.

We, therefore, say to you, with all confidence, that if you want the Best Possible Results, use the INGERSOLL PAINTS and you will not be disappointed.

When we started selling the INGERSOLL PAINTS "Direct to Consumers," in 1874, we realized that we must depend for future orders and increased business, on the satisfaction which our Paints gave to the Customer.

As we did not employ Traveling Salesmen or sell to Storekeepers, we had no one to talk up the merits of our Paint. It was, therefore, absolutely necessary that our Paints should speak for themselves, and invariably prove in use, the truth of every claim made for them. Because the INGERSOLL PAINTS have done so, we have secured a firm hold on the confidence and good will of thousands of Property Owners in every State in the Union, who take pleasure in saying a good word for the INGERSOLL PAINTS to their friends and neighbors. In this way, **solely by force of merit, the INGERSOLL PAINTS have introduced themselves in every State and Territory in the Union,** and wherever once used have been in continued demand.

A Satisfied Customer is the Best Advertisement any article can have.

Second only in importance to Quality, is the consideration of Cost. We must, therefore, not only make the Best Paint that can be produced, but also sell that Paint at the Lowest Possible Price.

With this end in view, we have eliminated the Profits and Expenses of the Middlemen, and, with the aid of new and improved machinery, cut down the cost of labor in manufacturing to the Lowest Possible Point.

Each year's experience brings with it some increased knowledge of Paint-Making, and the savings made in the cost of manufacture permit constant improvement in the quality of our Paints.

We give our Customers the full advantage of this, so that the mere saving of the Middlemen's Profits by "Direct Dealing" does not cover the benefits they receive in the purchase and use of the INGERSOLL PAINTS.

We firmly believe that INGERSOLL'S LIQUID RUBBER PAINTS not only **equal** in Durability, Finish, and Color-Lasting qualities **any Paint** sold by dealers at $1.75 to $2.25 a gallon, but **will last longer, look better** and prove **more satisfactory** than any other Paint **at any price.** Our Low Factory Prices **save you 50c. a gallon.** See Pages 29 and 30.

We also believe that our INDESTRUCTIBLE PAINTS are the most reliable low priced Paints on the market; that they are superior in Durability to any Paint sold by Dealers at from $1.35 to $1.50 a gallon. At our Low Factory Prices **you save 50c. a gallon.** See Page 32.

We want your order; we want orders from your friends; we want a number of buildings in your neighborhood to shine with the INGERSOLL PAINTS, for we know that both you and your friends, having used the Paint and proved the truth of all these statements, will be glad to say a good word to others about the INGERSOLL PAINTS.

IF WE HAVE NOT PROVED THAT WE HAVE THE BEST PAINT MADE, GIVE US YOUR ORDER AND WE WILL. Address

O. W. INGERSOLL,
243-245 Plymouth Street, Brooklyn,
New York.

We refer, without consent, to the Officials of all State Granges, and to the Masters and Secretaries of Local Granges in every State. We refer to any Commercial Register in the possession of your Bank. On request we will give you Bank References in this City, or refer you to people in your section who have done business with us for years.

THE INGERSOLL WAY OF DOING BUSINESS

FROM FACTORY

OVER THE HEADS OF THE MIDDLEMEN

TO CONSUMER

DIRECT DEALING SAVES YOU ALL THESE MIDDLEMEN'S EXPENSES AND PROFITS.

LOWEST PRICES TO ALL
SPECIAL FAVORS TO NONE.

BEST POSSIBLE QUALITY
LOWEST POSSIBLE PRICE.

The Ingersoll Way.

A glance at the picture on the opposite page shows how we do business RIGHT OVER THE HEADS OF THE MIDDLEMEN, absolutely doing away with every unnecessary Cost and Expense which stands between us, the Paint Maker, and you, the Paint User.

WE GIVE YOU THE BENEFIT OF ALL THESE SAVINGS.

At our Rock Bottom Factory Prices, you buy the INGERSOLL PAINTS for **LESS MONEY** than any Dealer can purchase the **same grade** of Paint from a Manufacturer; and, in addition, **you ALSO SAVE** all the Middlemen's Profits and Expenses.

We give our very best Prices and Terms at once, and make no further Discounts.

We do not consider it a fair way of doing business, to quote such Prices as would enable us to give "Special Discounts" to a special few. Such a method of doing business means that nine-tenths of the Customers pay more for the Goods than they are really worth.

Our Motto is: LOWEST PRICES TO ALL; SPECIAL FAVORS TO NONE.

Our method ensures to every Customer alike, whether he wants ten gallons or a thousand gallons, the Lowest Possible Factory Price at which the Best Paint can be made and sold "Direct to Consumer," for Spot Cash. In buying from us—

AS SHOWN IN THE PICTURE—

YOU SAVE all expenses of collecting Book Accounts; Interest on long credits; Loss by bad debts; Expense of Traveling Salesmen, their salaries, railroad fares, hotel bills (we do not employ them); also all Storekeepers' or Dealers' profits (we do not sell to them). In short, EVERY POSSIBLE COST AND EXPENSE IS DONE AWAY WITH. You pay for our Paint ONLY THE ACTUAL FACTORY PRICE plus the ACTUAL COST of freight, which is merely nominal.

For Net Cash Prices see Pages 29 to 32.

If there is anything you don't understand, write us. Your communication will be responded to on the day it is received

Liquid Rubber Paints.

We do not believe a Better or More Durable Paint can be produced.

The INGERSOLL LIQUID RUBBER PAINTS are the Best Paints made. In their production are concentrated our best efforts, and over half a century's experience in Paint-Making.

INGERSOLL LIQUID RUBBER PAINTS have stood the test of **over half a Century's use,** and **proved themselves** to be **most durable** and **color-lasting;** they are accurately combined under **exact scientific formulas.**

Under our formula **all evil effects are removed.** The Acids which cause White Lead to "chalk" are counteracted and the tendency of the Zinc to "scale" is overcome.

Our treatment of the Oil toughens and strengthens its fibre and renders it very elastic, hence the name "Rubber Paint." With this Specially Refined Linseed Oil, which is heavy-bodied and almost transparent in color, we are able to produce Pure Snow White and bright, clear Shades and Tints, and make a Paint that is more durable and color-lasting than is possible with ordinary Linseed Oil.

The Pigments and Oils are then **thoroughly united** and combined by steam mixing and grinding, so that they will not separate or disintegrate.

The INGERSOLL LIQUID RUBBER PAINTS, when applied, give a hard, glossy, yet elastic coating, which will neither "chalk" nor "scale," and which is impervious to the action of the elements.

The INGERSOLL LIQUID RUBBER PAINTS are the **Only Paints known that will successfully resist** the action of Salt Air, Sun, and Coal Gas, which cause ordinary Mixed Paints, and White Lead and Oil hand-mixed Paints to chalk, fade, and scale, or turn dark, in a short time.

Our system of "Direct Dealing," enables us to offer you these high-grade Paints at Prices lower than you must pay for ordinary common Mixed Paints from Storekeepers and Middlemen of all classes.

Follow our very simple directions for applying Paint, and we **guarantee satisfaction.**

Important Notice

SPECIAL DISCOUNT
Good Only to May 25th, 1914

¶ As a result of the **big shortage** in the Flaxseed Crop, the price of Linseed or Flaxseed Oil is **rapidly advancing** and the outlook is for **still higher prices** in the Spring.

¶ Last Fall, before this big shortage was generally known, we contracted for our Linseed Oil supply up to May, 1914, at a price that will enable us—**while this supply lasts—to GIVE YOU A DISCOUNT OF**

15 Cents a Gallon

from our LOW FACTORY PRICES quoted on Pages 29, 30 and 32 of the INGERSOLL PAINT BOOK, (Green and Yellow Cover).

¶ Bear in mind this is **ONLY** a **"temporary cut in prices,"** and **TO SECURE THIS DISCOUNT of 15 cents** a gallon you must order **before May 25th, 1914.**

¶ This **Extraordinary Offer** is **YOUR OPPORTUNITY** to provide for your Paint needs at **exceptionally low Prices.** Paint Book and Sample Cards Mailed Free.

¶ Better send your order **TODAY.** Use our Order Blank. **ACT QUICKLY** and **SAVE MONEY.**

PATRONS' PAINT WORKS
243-245 Plymouth St., Brooklyn, N. Y.

Liquid Rubber Paints.

ROCK BOTTOM FACTORY PRICES FOR SPOT CASH WITH ORDER

Customer to Pay the Freight.

The Paint that will best preserve and protect the surface to which it is applied for the **longest period of time,**—is the **BEST PAINT,** and that is what we here offer you.

Dealers, Jobbers and Supply houses cannot sell you Paint of **equal durability** for less than $2.00 to $2.25 a gallon.

Our Factory Prices "Direct to you" are **50c a gallon less** than Dealers' Prices. **YOU SAVE** their profits and expenses.

HOUSE PAINTS—The best possible quality.

NET CASH PRICES	per Gal.	½ Gal.	Qts.	Pts.
Outside Snow White "Gloss A,"	$1.45	$.78	$.45	$.28
Inside Snow White "Flat C,"	1.45	.78	.45	.28
Inside China Gloss, Snow White,	1.70	.90	.52	.31
No. 31 Light Stone,	1.45	.78	.45	.28
No. 39 Light Straw,	1.45	.78	.45	.28
No. 42 D. Quaker Drab,	1.45	.78	.45	.28
No. 43 Quaker Drab,	1.45	.78	.45	.28
No. 48 Olive Green,	1.45	.78	.45	.28
No. 49 Venetian Red,	1.45	.78	.45	.28
No. 53 Dark Brown,	1.45	.78	.45	.28
No. 69 Gloss Black,	1.45	.78	.45	.28
No. 210 Yellow Fawn,	1.45	.78	.45	.28
No. 211 Pearl Gray,	1.45	.78	.45	.28
No. 212 Van Dyke Drab,	1.45	.78	.45	.28
No. 213 Seal Brown,	1.45	.78	.45	.28
No. 215 French Olive,	1.45	.78	.45	.28
No. 217 Kansas Stone,	1.45	.78	.45	.28
No. 218 Sky Blue,	1.45	.78	.45	.28
No. 219 Buff,	1.45	.78	.45	.28
No. 221 D. Van Dyke Drab,	1.45	.78	.45	.28
No. 222 Warm Gray,	1.45	.78	.45	.28
No. 223 Tan,	1.45	.78	.45	.28
No. 225 Pea Green,	1.45	.78	.45	.28
No. 226 Light Brown,	1.45	.78	.45	.28
No. 227 Nile Green,	1.45	.78	.45	.28
No. 228 Silver Gray,	1.45	.78	.45	.28
No. 229 Blue Slate,	1.45	.78	.45	.28

(Price List Continued next page.)

NET CASH PRICES	per Gal.	½ Gal.	Qts.	Pts.
No. 230 Myrtle Green,	$1.45	$.78	$.45	$.28
No. 233 Quaker Gray,	1.45	.78	.45	.28
No. 235 Light Lead,	1.45	.78	.45	.28
No. 236 Lemon Yellow,	1.45	.78	.45	.28
Chrome Yellow,	1.95	1.03	.58	.34
Bright Ultra Blue,	1.95	1.03	.58	.34
No. 83 Chrome Green,	1.95	1.03	.58	.34
No. 234 Indian Red,	1.95	1.03	.58	.34
No. 72 Metallic Roof Paint,	1.20	.65	.39	.25
Adamant Floor Paints.				
No. 240 Buff,	$1.70	$.90	$.52	$.31
No. 241 Light Lead,	1.70	.90	.52	.31
No. 243 Tan,	1.70	.90	.52	.31
No. 244 Blue Slate,	1.70	.90	.52	.31
Carriage and Wagon Paints "in Varnish."				
No. 201 Bottle Green,	$1.95	$1.03	$.58	$.34
No. 202 Coach Black,	1.95	1.03	.58	.34
No. 203 Persian Red,	1.95	1.03	.58	.34
No. 204 Deep Blue,	1.95	1.03	.58	.34
Wood Stains and Varnishes.				
Varnish Wood Stains, Walnut, Oak and Cherry,	$1.45	$.78	$.45	$.28
Hard Oil Finish, "Best Quality,"	1.45	.78	.45	.28
Wood Filler, "Best Quality,"	1.70	.90	.52	.31
Furniture Varnish, "Best Quality,"	1.70	.90	.52	.31
Ex. No. 1 Coach Body Varnish,	2.45	1.28	.71	.40
Floor Varnish, special hard drying	2.70	1.40	.77	.44
No. 1 Gear Varnish,	3.95	2.03	1.08	59
Orange Shellac,	3.95	2.03	1.08	59

These prices are on the basis that Paints be put up in Kegs

These prices are on the basis that Paints be put up in Kegs. We will not, however, make extra charge for package on a few gallons of trimming color in Pails, with each Order. Should a Customer want his entire Order put up in Gallon Cans, we will have to charge 5c. a gallon extra, to cover additional cost of package and labor.

If different colors than above are wanted, *send samples.* We will match exactly, charging only 5c. per gallon over regular prices, to cover extra cost of making specially for you.

CASH MUST ALWAYS COME WITH ORDER TO SECURE THESE PRICES.

Money may be sent byRegistered Letter, Express Money Order, Draft, or your own Check made payable to O. W. Ingersoll, 243 Plymouth Street, Brooklyn, New York.

How to Order Paint.

To prevent mistakes:—Please use our Order Blanks.

The INGERSOLL PAINTS are sold **only** at our factory "Direct to the User" and delivered F. O. B. New York.

Give your full Name, Post Office Address, County, and State; **also** Railway Depot, County and State.

Be careful to state if the **"Liquid Rubber"** or **"Indestructible"** Paint is wanted.

We ship any order from one gallon up.

Paint put up in the following sized packages:

Pails, 1, 2, 3 and 4 gallons.
Kegs, 5, 6, 7, 8, 9, 10, 12, 15, 20 and 25 gallons.
Bbls., 50 and 53 gallons.

If left to us, we will put your Paint up in such packages as will **most safely** and **cheaply** carry it to your Depot.

The Actual Freight Charges to points in New England and States West, including Ohio, and South, including Virginia, average **only a few cents** per gallon. States further West and South average **only 6c.** a Gal. up.

The smallest charge made by a Railroad Company is the rate for 100 pounds. An order for **Ten or more Gallons,** which weighs over 100 pounds, **will secure you the Lowest Freight Rates. Freight on Kegs** and **Barrels** is charged for at the Third and Fourth class rate, which is **one-third less** than the Second class rate charged for Paint in Pails.

You will Save Money by Ordering your Paint put up, so far as possible, in Kegs and Barrels.

We positively guarantee shipment of all orders within 24 hours of their receipt.

As to our reliability, we can refer you to thousands of customers in every state. Write for their names.

Indestructible Paints

ROCK BOTTOM FACTORY PRICES FOR SPOT CASH WITH ORDER

Customer to Pay the Freight.

Guaranteed equal to the Best Paint sold by Dealer, Storekeeper, or Supply House, at $1.35 to $1.60 per gallon.

We Save You all the profits and Expenses of the Middleman. **Our Factory Prices, "Direct to You," are only 90c. to $1.20** per gallon in kegs.

NET CASH PRICES PER GALLON.

Barn and Roof Colors.

	Pails	Kegs	Bbls.
Rich Red "A,"	$ .95	$ .90	$ .85
Reddish Brown "C,"	.95	.90	.85
Indian Red "E,"	.95	.90	.85
Terra Cotta "H,"	.95	.90	.85

Cottage and Barn Colors.

Old Gold "F,"	$1.0		
French Olive "B,"	1.0		
Bronze Green "D,"	1.0		
L. Olive Brown "I,"	1.0		
Yellow Tan "L,"	1.0		
Olive Yellow "M,"	1.0		

Cottage Colors.

Dark Straw "O,"	$1.15	$1.10	$
Drab "P,"	1.15	1.10	1.
Lead "R,"	1.		
Stone "S,"	1.		
L. Brown Stone "T,"	1.		
Slate "U,"	1.		
Red Stone "V,"	1.		
Brown Stone "X,"	1.		
Fawn "W,"	1.		
Flesh "Y,"	1.15	1.10	1.05
Brilliant Green "Z," (shade, chrome green)	1.30	1.25	1.20
Outside Cream White.	1.30	1.25	1.20

Not sold in less than gallon packages.

For Size of Pails, Kegs and Barrels see Page 31.

CASH MUST ALWAYS COME WITH ORDER TO SECURE THESE PRICES.

If different colors than above are wanted, *send Samples.* We will match exactly, charging only 5c. per gallon over regular prices, to cover extra cost of making "specially" for you.

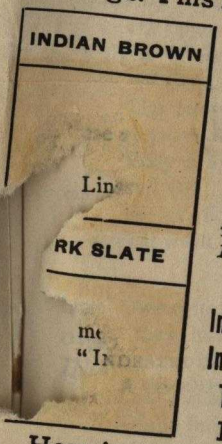
SPECIAL BARGAIN IN ROOF AND BARN PAINT

In the annual clean-up of our Paint Factory, we obtain, as a by-product, a certain amount of Paint Skins.

These Paint Skins are ground three or four times and made as fine as possible. From them we produce the

INGERSOLL PAINT-SKIN CEMENT ROOF AND BARN PAINT

which is just the Paint for Roofs, Barns, and Out-buildings. This Paint made in *Two Colors Only.*



While the colors vary slightly in each different mixing, owing to the nature of the material, the samples here shown will give you a very close idea of how they will appear on your building.

It is sold in quantities of NOT LESS THAN FIVE GALLONS, and put up in KEGS and BARRELS ONLY.

PRICE Per Gallon

In KEGS, holding 5 to 25 Gals., 70c.
In BARRELS, " 50 to 53 " 65c.

TERMS, NET SPOT CASH WITH YOUR ORDER.
No Discount From These Prices

Here is an opportunity to secure, at a *Very Low Price,* a Paint which, while it is a little too coarse for fine painting, has all the durability of the higher priced Paints.

It is the Best Paint Value you have ever been offered for the money, and if you want any for Roofs, Barns, or Out-buildings, *Better Order At Once,* as our supply is limited by the amount of Paint Skins produced.

D.W. INGERSOLL, Prop. The Oldest Mixed Paint House In America

241-243 PLYMOUTH ST., BROOK

Indestructible Paints.

To meet the large demand for a good, low-priced Paint for houses, barns, and out-buildings, and all work where the Best Paint is not required, we succeeded, some twenty-five years ago, in producing a Paint which was introduced under the name of INDESTRUCTIBLE, with the full confidence that it would meet with every requirement in a satisfactory manner.

That this belief was justified, is proved by the many flattering testimonials received (see last pages of this Book) and a constantly increasing demand.

These INDESTRUCTIBLE PAINTS are Ready Mixed for immediate use, made in Cream White and twenty-one different colors and tints. **In quality, durability, and finish, they will be found far superior to any Paints sold by Dealers at very much higher prices.**

On opposite page you will find our **very low factory prices** "Direct to you." For Colors see Indestructible Sample Card.

The INGERSOLL INDESTRUCTIBLE PAINTS have been in use 25 years, and have proved their durability.

They are made from good Pigments, ground in Raw Linseed Oil.

We confidently recommend them for satisfactory, economical work.

CAUTION AND WARNING.

Owing to the great success with which these Paints have met, they have been largely imitated. Even our brand "INDESTRUCTIBLE" has been copied.

A poor article is never imitated.

While imitation is the sincerest form of flattery, and a splendid testimony to the good qualities of our Paint, we say to you, **Beware of the man who endeavors to do business on the reputation of another.** A manufacturer with dishonest business methods, is **more than likely** to turn out dishonest goods.

PROTECT YOURSELF BY SEEING TO IT THAT THE "INGERSOLL" LABEL IS ON EVERY PACKAGE.

Brushes.

HAVING provided yourself with the best Paint the Market affords, it is absolutely necessary, in order to secure satisfactory results, that you have a good Brush with which to apply the Paint. Knowing this, we have made careful selection from the Stock of one of our best Brush Manufacturers, of a line of fine Brushes suitable for general House Painting and Varnishing, which we offer to our Customers at the following low NET CASH prices: —

SUPER ROUND PAINT BRUSHES,—Painters' Use.

Made extra heavy with selected long, all PURE GREY BRISTLE, TWINE BOUND.

Our best quality	Net Cash Prices		
Size	4-0	5-0	6-0
Price	$1.40	$1.75	$2.00

FRENCH OVAL VARNISH AND PAINT BRUSHES.

Wire Bound, Pure White Bristle. For Fine Work.

Sizes	Prices	Sizes	Prices
1-0	$ .35	4-0	$ .55
2-0	.40	5-0	.65
3-0	.45	6-0	.75

FRENCH SASH TOOLS.

Fine White Bristle, Twine Bound.

Sizes	1	2	3	4	5	6	7	8	9
Prices	.8	.9	.11	.13	.18	.21	.27	.33	.38

SUPER FLAT VARNISH BRUSHES.

Tin Bound, French Bristle.

For fine painting and varnishing on wagons, furniture, and interior house painting, trimming, etc.

Sizes in width	1-in.	1½-in.	2-in.	2½-in.	3-in.
Prices	.10	.15	.25	.35	.45

BEST FLAT PAINT BRUSHES.

Metal Straps—Riveted.

These brushes are made from Pure XXX Bristle, from the very best stock, and warranted not to come to pieces. They are justly the most popular and best Paint Brush we sell for all flat surface work.

3½-inch width	$ .60	4½-inch width	$ .95
4 " "	.75	5 " "	1.25

FAVORITE FLAT PAINT BRUSHES.—Metal Bound.

Not quite so expensive as the above, but a very good brush for ordinary painting. Made from all XXX Bristle

3½-inch width	4-inch width	4½-inch width
.45	.55	.65

UNION KALSOMINE BRUSHES.

White Outside, Gray Centre, Iron Bound, and Riveted.

6-inch width	7-inch width	8-inch width
.85	$1.05	$1.30

UNION WHITEWASH HEADS.

All White Bristles. Brass Bound.

6-inch, .50	7-inch, .65	8-inch, .80

All brushes delivered free. Having provided yourself with a good Brush, "Take Care of It." Do not soak the brush in water before using. If the brush is dried out and the bristles are loose, pull the bristles aside with your hands and expose the thick end of the handle, and on this, in the centre of the brush, put about a tablespoon of water. Stand the brush with the handle down and bristles up, until the water soaks into the thick end of the handle. You will then find all the bristles perfectly tight.

When not in use, after thoroughly cleaning the brush, suspend it in a can of Oil or Water so that the bristles do not touch the bottom of the can.

You doubtless have used ready-mixed paints before (not Ingersoll's) and have had your own troubles in the process. Why not TRY INGERSOLL'S and be forever satisfied?

For over sixty years Ingersoll's Paints have been made right in this city and it would be easy to burden you with a list of Customers who bought paint of Ingersoll in 1842 and who, with their sons and grandsons, still use it. Your local Grange will gladly vouch for Ingersoll's financial responsibility; any acquaintance who has ever used it will vouch for the quality of Ingersoll's Paints.

Cost of Painting.

Every Paint User wants his "money's worth."
That Paint is cheapest which lasts longest and looks best.

The man who understands this, **never buys Paint** simply because **it is low-priced, irrespective of quality. He knows** that in painting, **QUALITY always means ECONOMY.** He figures on the **cost per year** of keeping his buildings painted for **ten years; not for how little** money he can give them a coat of Paint.

Have you ever stopped to think, **how much it costs,** to use the cheap Paints sold by Supply Houses and Dealers? When you consider that **their low prices must cover NOT ONLY** the cost of materials and manufacture, but **ALSO** the profits and expenses of the Middleman, you will realize how **very little** Paint value you get for your money in the purchase of these low-priced Store Paints.

The factory cost of any Paint sold by a Supply House or Dealer for **$1.00 a gallon, cannot possibly exceed 50c. as the Dealer must have the other 50c.** to cover his profits and expenses. We give facts and figures to **prove this in article "The Retail System,"** page 9 of this book. Have you read it?

A Paint that costs **only 50c. a gallon to produce, must be largely composed of** Barytes, Whiting, Benzine, Rosin Oil, and other cheap, **worthless materials.** It is hardly necessary to say that such Paint **cannot possibly last over a year,** no matter how strongly it may be guaranteed. **It is a waste of money** to buy these low-priced Store Paints. **Any little saving made on first cost is lost many times over at the expense of frequent repainting. You have to pay as much** for labor to apply these cheap paint mixtures as you would to apply Ingersoll's Best Quality Paint, **which will give you long years of satisfactory service.**

Supposing it takes fifteen gallons of Paint to give your building two coats. Let us see what it would cost to keep it painted for **ten years** with these Cheap Store Paints. **To make the comparison as favorable as possible** for the **Cheap Paint, we will say it lasts two years, which is more than doubtful.**

15 gals. **Cheap Store Paint,** at $1.00 . . .	$15.00
Painter's Labor for applying	25.00
Cost of one painting lasting two years . .	$40.00
Cost of Painting five times in ten years .	$200.00

ONE PAINTING (two coats) with Ingersoll's Best Paint, properly applied, **will give you ten years of satisfactory service,** costing as follows:

15 galls. **Ingersoll's Paint** . .	$18.75
Painter's Labor for applying	25.00
Cost of Ingersoll's Paint in ten years . .	$43.75

Using Ingersoll's Paint **YOU SAVE $156.25 on your Paint Bills in ten years. QUALITY** means **ECONOMY** and **SATISFACTION.**

The Ingersoll Paints have been the standard of quality for 65 years. They have been used everywhere. We can easily satisfy you as to their durability and color-lasting qualities by referring to satisfied customers. **Here is what one man says:**

MR. O. W. INGERSOLL: Dwight, Nov. 26th, 1907.

Dear Sir—My house **is not suffering for the want of Paint. It was painted eighteen years ago with the Ingersoll Paint, and it still looks fairly well. You will hear from me when I need Paint again.**

Yours truly,
W. M. GOODELL.

The Storekeeper ALWAYS INCLUDES, in the Price you pay, an amount sufficient to PROFITABLY COVER Freight Charges, IN ADDITION to the cost and Expenses of the Retail System; so don't make the mistake of thinking you save freight charges by buying from your Local Dealer.

Hand-Mixed Paints.

You may be led to consider the advisability of using White Lead and Oil Hand-Mixed Paint. Sixty years ago these imperfectly combined mixtures constituted practically the only Paint a property owner could use—just as the tallow candle was his only light. Our forefathers were compelled to put up with these crude appliances—you don't have to. You would not consider lighting your house with tallow candles. It is just as impossible to get good results with Hand-Mixed Paint, as it is to get good light from a tallow candle.

THE MAN WHO IS POSTED KNOWS that White Lead is a product of corrosion—a rapid, destructive, chemical process; that when imperfectly combined with Oil by hand-mixing, it **invariably destroys the oil**; and that as Oil is the "Life of Paint," these Hand-Mixed Paints **soon "chalk" and come off.** For full particulars see page 16.

THE MAN WHO KNOWS UNDERSTANDS that to make **GOOD Paint,** White Lead must be used in combination with Oxide of Zinc and other pigments. The Paint must be made with scientific accuracy, under exact formulas, and the pigment and oil **thoroughly combined by machinery,** ready for use. **These results cannot be obtained by guesswork and hand-mixing. You "Can't Mix Paint with a Stick,"** see illustration page 23.

COST OF WHITE LEAD HAND-MIXED PAINT.

The following formula, given by the White Lead people, produces **seven gallons** of Paint:

100 lbs. White Lead in Oil, at 6¼c. . . .	$6.25
4½ galls. Linseed Oil, at 60c.	2.70
Driers. Turps. and Coloring Pigments . .	.50
Painter's time mixing and tinting . . .	1.00
Total,	$10.45

This makes the cost to you **$1.50 a gallon** for a crude, imperfect Hand-Mixed Paint, which will probably "chalk" within a year.

Above estimate is based on Pure Linseed Oil selling at 60c a gallon. With Oil 80c and Lead 7c, cost is **$1.73**; and with Oil $1.00 and Lead 8c, cost is **$2.00** a gallon for Hand-Mixed Paint.

15 galls. **White Lead Paint** at $1.50 . . .	$22.50
Painter's Labor for applying	25.00
Cost of one painting lasting three years . .	$47.50
Cost of Hand-Mixed Paint in ten years .	$158.33

With the Ingersoll Paint, **one painting** (two coats) will give you good service for ten years, as we are abundantly able to prove.

15 galls. **Ingersoll's Paint** . .	$18.75
Painter's Labor for applying . . .	25.00
Cost of Ingersoll's Paint in ten years . .	$43.75

By using Ingersoll's Paint, **you save $114.58 and all the bother of frequent repainting.** Isn't this worth while?

INGERSOLL PAINTS **have proved their durability.** We have satisfied customers everywhere. Here is what one man says:

MR. O. W. INGERSOLL: Ashland, December 4th, 1907.

Dear Sir—I received your Paint Book, which I got for our Church council. I wanted them to use Ingersoll's Paint. I used it **ten years** ago on my building, and **it looks better to-day than some of the Lead and Oil work done last year.** When I need Paint again, I shall certainly use yours, knowing it to be the **best,** and consequently the **cheapest in the end.** Very truly yours, **AMOS F. SNYDER.**

Directions for Applying Paint.

CARPENTERS and Builders are, as a rule, in too great haste to apply the Priming Coat to new work. Green wood contains Pyroligneous Acid, which is most destructive to Linseed Oil and will very soon decompose Paint.

The building should stand at least a week or ten days before the Priming Coat is applied, to allow this Acid to dry out.

Before applying the Priming Coat, all knots and sappy places must be covered with Orange Shellac or Knot Killer; otherwise these Knots, which are still filled with Acid, will destroy any Paint applied over them.

Remember that satisfactory results in Painting depend largely on the proper condition of the surface.

Never apply Paint during extremely cold or wet weather.

Satisfactory results can only be secured on surfaces entirely free from frost and moisture.

Good, smooth work requires Paint of uniform consistency.

Shake the package well before opening.

Always remove the entire top or head of the can or keg in which the Paint comes, and stir it thoroughly from the bottom.

Never, under any circumstances, allow the Paint to be taken from the keg or barrel through the Bung-hole. Please remember this.

WE ARE NOW READY FOR THE PRIMING COAT.

Nothing but the **Best Paint** should be used for the Priming Coat, for on it depends the durability of the job.

The object of this coat is not specially to cover, but rather to **fill the pores of the wood** and make a firm foundation for the following coats.

For **new** and **very old** work, this Priming Coat should be made by adding half a gallon of Pure Raw Linseed Oil to every gallon of Paint; always using the **same Paint** and color you intend to finish with.

NEVER use Dry Ochre, or other Pigment, and Oil mixed by hand for priming, if you want the best results.

After the Priming Coat is thoroughly dry, putty up all nail holes, and go over the surface with sandpaper, smoothing down all rough and uneven places.

For Second Coat Work, if required, add a pint of Pure Raw Linseed Oil to every gallon of Paint.

For the Third or Finishing Coat, the Paint can be used just as you receive it.

On buildings, previously painted, which are in reasonably fair condition, the Priming Coat above referred to can be omitted; simply follow the directions for second and third coat work.

Never, under any circumstances, add either Boiled Oil, Turpentine or Dryer to Paints for Outside use. **Use Pure Raw Linseed Oil only for thinning the INGERSOLL PAINTS.**

Remember that the INGERSOLL PAINTS are ground to an impalpable fineness in liquid form; they do not contain Barytes or other gritty substances, consequently do not require the hard rubbing necessary in the use of other Paints. If rubbed out hard, they will not cover, because you will not permit them to cover. The INGERSOLL PAINTS should be applied with a good, soft brush, and **rubbed out only sufficiently to make a smooth, even coating.**

INTERIOR PAINTING.

For interior wood-work, follow the same directions as for outside painting, excepting Turpentine can be used in place of Oil for the thinning, if flat color is desired.

Plastered walls, before painting, should be first given a coat of Glue Size (made by dissolving four ounces of Glue in a gallon of Water by boiling, and apply warm), or a coat of No. 1 Furniture Varnish, thinned down one-half with Turpentine. This Sizing Coat takes the place of the Priming Coat of Paint, and the following coats can be applied just as it comes from the Factory, or thinned down with a little Turpentine or Oil.

MAIN POINTS IN BRIEF.

To secure a good, satisfactory job, be sure:—

That the conditions of the surfaces to be painted are right.

That the entire contents of each can or keg of Paint are thoroughly stirred before using.

That nothing but Pure Raw Linseed Oil is added to the Paint.

That good, clean brushes are used.

That each coat of Paint is thoroughly dry before the next is applied.

That the above directions are carefully followed.

Many a good article is spoiled by improper handling.

THE REASON WHY the Best Paint will not stand if applied on a surface which contains frost or moisture, is that Moisture, locked in the wood by an air-tight coat of Paint, will be expanded into vapor by the heat of the sun, and, in expanding, blister and lift the Paint off.

Be sure the surface is perfectly free from moisture.

THE REASON WHY a thick, heavy-bodied coat of Paint applied directly on a dry, porous surface, must necessarily cake, scale and crumble off, is that the porous wood, acting as a sponge, absorbs all or nearly all the Oil from the Paint, and leaves nothing but the Pigment on the surface, without sufficient Oil to bind it together.

Be sure the thin Oil Priming Coat is first applied to such surfaces and so avoid this difficulty.

We have provided you with the Best and Most Durable Paint that can be produced.

We have given you such explicit detailed instructions for applying the Paint, that any handy man can do the job.

Absolutely satisfactory results are assured if you follow these directions.

If our Paints are not used as directed, we cannot be responsible for the results.

The INGERSOLL PAINTS are made in all colors, shades, and tints, both for Inside and Outside use.

Some colors are more liable to fade than others.

We have made a careful selection of 58 of the most permanent colors. Of these, the INGERSOLL LIQUID RUBBER PAINTS are shown in 38 shades, and the INDESTRUCTIBLE COTTAGE AND BARN PAINTS in 20 shades. The colors of our Paints can be changed however, and if different shades

than those shown on the Sample Cards are wanted, send us a sample of the color or tint desired, and we will match it for you

RULE FOR FIXING THE QUANTITY OF PAINT REQUIRED.

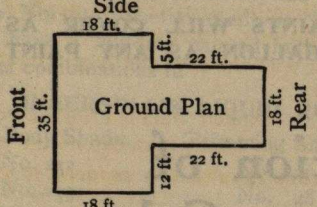
One gallon covers 200 sq. ft. on ordinary house work (dressed timbers), **two coats,** which is all the surface any Paint will cover, unless oil is added.

For buildings add the number of feet front, rear, and both sides together, multiply the total by the height, and divide the result by 200, which will give the number of gallons of Body Color required for **two coats.** Ordinarily, one gallon of trimming color will be required for every 6 gallons of body color. Seven pairs of full size outside shutters will require one gallon to give **both sides two coats.**

If the wood is new, or dry and porous, an allowance should be made for first coat, on account of soakage. It is always advisable to order at one time the **full amount** required to complete the work.

ILLUSTRATION.

Two Story Extension House, 20 feet in height.



House has 2 Doors and 25 pair of Blinds.

To find Body Color.

Main building.

Front,	35 ft.
Side,	18 "
Side,	18 "
Rear,	5 "
Rear,	12 "

Extension.

Side,	22 "
Side,	22 "
Rear,	18 "
Total,	150 "
Multiply by height,	20 "

Divide by 200) 3,000 (15 gals
3,000

This house will therefore require for **two coats,** 15 gallons of Body Color, 2½ gallons of Trimming Color, and, allowing the two doors to equal 3 pair of Blinds, you would count on 28 pair of Blinds, requiring 4 gallons.

If we have not satisfied you we have the best paint made, give us your order and we will.

Covering Capacity.

DIFFERENT Manufacturers make different claims as to covering capacity; some claim that their Paints will cover 300 sq. ft., and some 400 sq. ft., TWO COATS, to the gallon.

These claims are misleading, for, as a matter of fact, the greatest surface any gallon of good, Ready-Mixed Paint can and will cover, **without the addition of Oil,** is 200 sq. ft., **Two Coats to the gallon.**

The Manufacturer claiming his Paint will cover 300 sq. ft. means that you are to add half a gallon of Oil to a gallon of Paint, which would make a gallon and a half of Paint to cover 300 sq. ft. The Manufacturer claiming 400 sq. ft. tells you to add a gallon of Oil to his gallon of Paint, **making two gallons, not one gallon, as he apparently claimed,** to cover 400 sq. ft., two coats. Paints which have to be thinned down in this way have all the disadvantages of the Hand-Mixed Paints.

We don't find it necessary to resort to any such schemes to secure orders.

THE INGERSOLL PAINTS WILL COVER AS MUCH SURFACE PER GALLON AS ANY PAINT MADE.

Selection of Harmonious Colors.

IN addition to protecting your building from the action of the elements, the great object in painting a house is to improve and bring out its architectural beauties, and to cover its faults A house should never be painted one color it would be like the human face without hair, eyebrows or lashes.

The outside color of a house is second in importance only to the style of its structure. A building may be ever so handsome in design, and utterly ruined in appearance by the wrong selection of colors in painting; while, on the contrary,

a very ordinary building may be made very effective by a careful and judicious selection of colors.

White is not used nearly so much nowadays as formerly; one of the principal reasons being that Paints sold in the retail stores are made from the cheapest and poorest materials the market affords, and that, from these materials, it is utterly impossible to produce a Pure White Paint; consequently dealers in, and manufacturers of, these cheap Paints urge customers not to use White. Ingersoll's Outside White Rubber Paint is a Pure Snow-White, and for small cottages, or for buildings surrounded by shrubbery and trees, there is possibly nothing prettier than Pure White for the body, with Chrome Green (shade No. 83, or Myrtle Green, shade 230) for blinds.

In many cases, however, where a dwelling stands on an exposed or elevated situation, White would be too glaring; and for such a building, and where the customer does not wish to use White, we take the liberty of suggesting the following combinations of colors:—

Using No. 219 (Buff), or No. 39 (Light Straw), for body, and White for trimming, with No. 48 (Olive Green), or No. 230 (Myrtle Green), for blinds, and the window sash painted with No. 49 (Venetian Red), or No. 234 (Indian Red), you will have a building painted in the "Old Colonial Style." Other combinations in

INGERSOLL'S LIQUID RUBBER PAINTS.

For Body Shade.	Trimming Shade.	Blinds Shade.
No. 222	No. 226	No. 42
No. 225	No. 48	No. 234
No. 233	No. 212	No. 221
No. 226	No. 213	No. 53
No. 217	No. 223	No. 213
No. 215	No. 48	No. 49
No. 227	No. 215	No. 48
No. 49	No. 48	No. 230
No. 213	No. 53	No. 215
No. 228	No. 226	No. 42

(Color combinations continued on next page.)

Our customers stay with us; they find it profitable.

For Body Shades.	Trimming Shades.	Blinds Shades
No. 211	No. 235	No. 229
No. 219	No. 42	No. 48
No. 48	No. 230	No. 234
No. 31	No. 212	No 213
No. 31	No. 226	No. 49
No. 212	No. 221	No. 53 or 49
No. 43	No. 210	No. 42
No. 43	No. 215	No. 48
No. 210	No. 215	No. 48
Snow White	No. 223	No. 213
Snow White	No. 226	No. 42
Snow White	No. 212	No. 221
No. 217	No. 210	No. 213

For above shades, see Liquid Rubber Color Card, **mailed free.**

The above combinations are subject to infinite variety, by transposing the trimming and body colors of two combinations. For instance, in place of using White for trimming, with Green Blinds, where the body color is No. 39 or No. 219, you could use No. 48 for trimming and No. 230 for blinds, or No. 215 for trimming and No. 48 for blinds, or No. 42 for trimming and No. 48 for blinds; and so you can take each body color in above combinations, and, by changing trimming colors, get hundreds of combinations.

Most of the combinations given above will be improved if window sashes are painted either No. 49 (Venetian Red), or No. 234 (Indian Red).

For porch ceilings, use either the body color of the house, or No. 218 or No. 225; we prefer the latter, as green is restful to the eyes. For porch, kitchen or hall floors, use Ingersoll's Adamant Floor Paint, made in four colors, Nos. 240, 241, 243 and 244. Select the shade that will best harmonize with other colors used.

If you do not find the desired shade or color on our Liquid Rubber Color Card, send us a sample of what you do want, and we will match it for you.

Don't buy a paint simply because it is recommended by your storekeeper. His profits may bias his judgment.

INDESTRUCTIBLE COTTAGE AND BARN PAINTS.

The following combinations are suggested in using the Indestructible Cottage and Barn Paints. We makes these Paints **only** in the shades as shown on the Sample Color Card; and, if a different color is desired, we have to charge 5 cents per gallon, extra, for the trouble of making it especially for you.

Body Shade		Trimming Shade		Blind Shade	
"	O	"	F	"	X
"	P	"	B	"	I
"	V	"	T	"	E
"	W	"	B	"	I
"	Y	"	A	"	C
"	B	"	I	"	E
"	H	"	E	"	D
"	I	"	D	"	H
"	Y	"	L	"	C
"	M	"	B	"	I
"	L	"	A	"	C
"	A	"	E	"	C
"	O	"	T	"	X
"	P	"	T	"	X

Body Shade.	Trimming Shade.	Blinds Shade
P	W	X
Y	T	X
O	Cream White	D
Cream White	No trimming	Z
Cream White	B	D
Cream White	T	X

COLORS FOR BARNS AND OUTBUILDINGS.

Body		Trimming		Roof	
"	H	"	D	"	E
"	F	"	I	"	C
"	M	"	B	"	E

Out-buildings may also be painted in the same colors as the house.

For above shades, see "Indestructible" Sample Card.

Adamant Floor Paints.

THE hardest use Paint is ever put to is on the Kitchen, Porch, or Hall Floors.

A good Floor Paint, to give entire satisfaction, must possess the following qualities:—

It must dry hard as stone, yet be sufficiently elastic not to chip, in order to withstand the wear and tear of many feet and scraping chairs.

It must dry with a gloss,—for appearances' sake.

It should be of such color or shade as will least show the dirt.

We have put considerable thought and all our experience into making a Paint possessing all these qualities, and the result is the **Ingersoll Adamant Floor Paint,** made from specially selected Pigments, ground in Hard-drying Floor Varnish. This Paint will meet your requirements, and prove satisfactory in every instance.

It is sold in four colors, Light Lead No. 241, Blue Slate No. 244, Buff No. 240 and Tan No. 243, as shown on the Liquid Rubber Sample Card.

For Net Cash Factory Prices,—See Page 30.

Carriage and Wagon Paints.

WE desire to call your attention to the **Ingersoll Carriage** and **Wagon Paints,** made in four different colors, as shown on the Sample Card,—No. 201 Bottle Green, No. 202 Black, No. 203 Vermilion Red, and No. 204 Deep Blue,—rich, handsome colors.

These Paints are made from the Very Best Selected Pigments, ground in Coach Body Varnish. They dry with a firm, hard gloss, presenting great depth of color and beauty of finish, that will last and look well for a long time.

At a merely nominal cost, you can make your Buggy, Carriage, or Wagon, look like new. These Paints are just the thing for Farm Machinery.

DIRECTIONS FOR USE.

Before painting, thoroughly clean the vehicle, and smooth off all rough and uneven places with fine sandpaper; then apply an even, flowing coat of Paint and let it become thoroughly dry and hard before using. It may require a second coat, or it may not.

It is best to apply this Paint with a two-inch Flat Varnish Brush.

We put the Paint up in Quart, Half-gallon and Gallon Cans. A quart will be sufficient for an ordinary Buggy, and a half gallon for a Carriage or Wagon.

For Net Cash Factory Prices,—See Page 30.

Staining and Varnishing.

WHERE it is desired to finish soft woods, which have never been painted, in imitation of Oak, Walnut, Cherry, or Mahogany, it can best be done with the INGERSOLL'S COMBINED VARNISH STAIN AND FILLER.

HOW TO USE.

These stains are intended for interior use only. After seeing that the surface is made thoroughly smooth and clear with sandpaper, apply the Stain with a soft, flat varnish brush.

By applying either a light or heavy coat, a light or dark imitation of the Hardwood can be secured, as desired. After the COMBINED STAIN AND FILLER is dry and has become thoroughly hard, give it one or two coats of INGERSOLL'S HARD OIL FINISH. This will bring out the grain of the

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We make no claim for the Ingersoll Paints that we have not proved, and can not prove again. Give us an order.

wood in all its beauty of light and shade in exact imitation of Hardwood. Two coats of the Hard Oil Finish will give a richer gloss and a greater depth of color. This surface, when thoroughly hard, can be rubbed down with rotten stone and Oil, if you wish to secure the dull polished effect.

A little care in the use of these Stains, will secure splendid results, transforming your soft wood interior trim and floors into polished Oak, Cherry, Mahogany, or Walnut, as desired, at a very slight cost. When used on floors the finishing coat should be Hard Drying Floor Varnish.

For Net Cash Factory Prices,—See Page 30.

Roof Painting.

ROOFS requiring Paint are constructed mainly of tin, iron, wood and paper. Tin and Iron roofs, owing to their being contracted by the cold of Winter, and expanded by the heat of Summer, are the hardest of all to paint and get a durable job; nothing but the Best Paint should be used on such roofs, as the expansion and contraction very soon cracks and chips off common, cheap roof Paints.

We wish to caution our friends and customers against using the Cheap Roof Paints sold in the stores. Many of them contain petroleum, coal tar, and other cheap materials of a like nature, **which will not only ruin your roof,** and render the rain water unfit for use, but more than that; the nature of the materials used in these Paints as above named, is such that you can **never apply a good Roof Paint over it.**

In painting roofs of paper, or of old dry shingles, the first coat of Paint should be thinned down very considerably with pure Raw Linseed Oil, and then followed with a second coat of heavy Paint. There is no way of estimating the amount of Paint required for such roofs; one gallon of Paint covers 200 square feet, two coats, on a good wooden surface. You can figure it out on this basis, and then allow, in your own best judgment, enough extra for soakage on the first coat.

If you have become disgusted with cheap paints, try Ingersoll's.

INGERSOLL'S LIQUID RUBBER METALLIC ROOF PAINT.

Shade No. 72 on Liquid Rubber Sample Card.

This Paint is made particularly for painting Tin and Iron Roofs. Being elastic it will not crack or chip off by the expansion and contraction of the roof, and as its base is Oxide of Iron it will thoroughly preserve your roof from rusting Over half a century's use has proved it to be, without exception, the Best Paint that can be produced for this purpose. It is also used on Shingle and Paper roofs. It does not affect rain water.

We sell you this Paint at "Wholesale" for about the same price you have to pay for common Paints in the stores.

For Net Cash Factory Prices,—See Page 30.

INDESTRUCTIBLE ROOF PAINTS.

We also make for Tin, Iron, Shingle, and Paper Roofs, our "Indestructible" Roof Paints in three colors, viz.:—Rich Red "A," Reddish Brown "C," and Indian Red "E," shown on the INDESTRUCTIBLE Sample Color Card, mailed free on application.

These Paints have been in practical use for over thirty years, and, for Roof and Barn painting, they have proved to be far superior to any paint sold in the stores.

We recommend them for satisfactory, durable work, as the very best Paint you can put on your roofs, excepting only Ingersoll's Metallic Rubber Roof Paint, No. 72.

For Net Cash Factory Prices,—See Page 32.

Good paint lasts longer, goes further, and looks better all the time, than poor paint,—buy Ingersoll's.

Our customers stay with us; they find it profitable.

SPECIAL BARGAIN IN ROOF AND BARN PAINT.

In the annual clean-up of our Paint Factory, we obtain, as a by-product, a certain amount of Paint Skins.

These Paint Skins are ground three or four times and made as fine as possible. From them we produce the

INGERSOLL PAINT SKIN CEMENT ROOF AND BARN PAINT,

which is just the Paint for your Roofs, Barns, and Outbuildings.

This Paint is made in **two colors only,** viz.: Indian Brown and Dark Slate. It is sold in quantities of **not less than five gallons,** and put up in Kegs and Barrels, **only.**

See "Special Circular" showing Sample of Colors for Prices.

Kegs 5 to 20 gallons. Barrels 50 to 53 gallons.

Terms, Net Spot Cash with the Order,—Customer to pay the freight.

Here is an opportunity to secure, **at a very low price, a Paint** which, while it is a little too coarse for fine painting, **has all the durability of the higher priced Paints.**

It is the Best Paint Value you have ever been offered for the money, and if you want any for Roofs, Barns, or Outbuildings, better order at once, as our supply is limited by the amount of Paint Skins produced.

The official Grange (P. of H.) endorsement guarantees to you fair, honest treatment at our hands, and our business reputation of over sixty-three years assures you of prompt returns and your money's worth.

To Painters.

WE, like yourselves, have great objections to the Ready-Mixed Paints of the day. They are, as a rule, highly adulterated, and will not give satisfaction, but chalk and peel off in a comparatively short time. This is not only a loss to the Customer, but a great injury to the reputation of the Painter using them.

They work hard under the brush, and a smooth, even job is all but impossible; the extra cost for Labor to spread them is a loss to the Painter.

The vast amount of adulteration practiced by Manufacturers of the so-called White Leads and Tinted Leads sold by Dealers, and the well-known objection to the use of Hand-Mixed Paints in any event, puts the honest Painter, who conscientiously desires to do good work, in a hard position.

The better class of Painters, who thoroughly understand their business, early recognized the fact that a Paint, made from Pure Materials, thoroughly combined and mixed by machinery, ready for use, gave more satisfactory results in every way,—a smoother and better finished job than is possible with Imperfect Hand-Mixed Paints.

This class of Painters were the **first to adopt** and use the INGERSOLL PAINT. Some of our best friends and customers are Professional Painters who have been buying and using the INGERSOLL PAINT continuously for over 25 years, increasing their business and reputation for good work, by the use of a Paint which invariably proves satisfactory to the Customer.

We could fill this Little Book with letters received from Professional Painters all over the Country, showing their appreciation of the INGERSOLL PAINT; but space will only permit the insertion of a few testimonials from well-known Painters.

In this connection we call your attention to the fact that the letters cover a period of over 25 years, proving that the

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As to our reliability, we can refer you to thousands of customers in every state. Write for their names.

INGERSOLL PAINT can be counted on year after year, to give satisfaction every time it is used.

Letters received from Mr. M. W. Williamson of Muskingum Co., Ohio.

MARCH 4TH, 1901.

"You may look for a great many Orders from this Section. I have followed the Painting Business all my life, and buildings painted by me **25 years ago** with the INGERSOLL PAINTS, are looking fairly well to-day. I will recommend no other Paint. My people are glad to get rid of being imposed upon with the cheap Store Paints, which hardly last a year."

APRIL 4TH, 1902.

"I commenced painting over 30 years ago, and know it requires GOOD Paint to do GOOD work. Your Paint works to perfection, and gives a beautiful, hard, glossy finish."

JULY 13TH, 1902.

"People are commencing to find out that if they use the cheap Store Paints, they have to paint their buildings **three times** to every once required in using the INGERSOLL PAINTS. There is no use of talking, your Paint is the Best Paint in America. Here is the way my Customers talk: One man said, 'Did you put a coat of Varnish on my house? It looks so fine and glossy.' Another, 'You have saved me $25.00 on the job of painting my house, and it looks better than ever before.'"

APRIL 12TH, 1904.

"The INGERSOLL PAINT is building up a big trade and reputation for me, and I have notified the people in general, in this vicinity, that hereafter **I will use nothing but the Ingersoll Paints.** If they want a job done with Hand-Mixed Paints or Store Paints, they must get another Painter,—I cannot afford to injure my business and reputation for good work."

Letter received from Mr. L. J. Barnard of Ionia Co., Mich.

OCT. 21ST, 1904.

"I have been using your Paints in my business for a great many years. One building in this vicinity, painted with the INGERSOLL PAINTS, **25 years ago, looks better** to-day, than many houses painted four years ago with other paints. For the past two years we have had the cheap, shoddy Paints sold at very low prices by the Dealers, to contend with; but this opposition will soon be overcome, for all these cheap Paints used a year ago, are even now showing the wood. Four large Barns painted last year with the cheap 60c. Paint sold by Dealers **did not look as well within a week** after they were painted, as the Barns which had been painted **four years** with the INGERSOLL BARN PAINTS. The Barns painted with these cheap Paints last year, do not look anywhere near as well as another Barn painted with your Paint **10 years ago.**"

Poor paint is dear at any price; even as a gift.

Letters received from
Mr. C. A. Sievert of Ottawa Co., Ohio.

DEC. 24TH, 1902.

"The INGERSOLL PAINTS, used in this locality, are giving such splendid satisfaction, that the demand for them is **bound to grow.** They are also **increasing my business** as a Painter."

AUG. 21ST, 1903.

"The Storekeepers and Paint Dealers are getting very jealous The INGERSOLL PAINTS, used on my jobs, **look so much better, and last so much longer,** than jobs done with their Paint. The Storekeepers are charging from 50c. to 60c. a gallon more for their Paints, than you are charging for the INGERSOLL PAINTS."

To save our friends annoyance, we do not give their Post Office Addresses. If you wish to write to them, or to any other Painter who has used our Paints, let us know and we will send their Post Office Addresses.

WHY PAINTERS SHOULD USE THE INGERSOLL PAINTS.

They come to you ready prepared for immediate use; all cost of labor for hand-mixing is saved.

The Pigments and Oils, being thoroughly combined by steam mixing, produce a Paint of great durability and smoothness.

Our Paint works easily under the brush, and dries with a rich, hard gloss that will last and look well for years.

Our White Paint is a Pure Snow White; it can be colored and the tints of the colored Paints changed, to meet your requirements.

The base of our Paints is Pure White Lead and Oxide of Zinc Pigments, ground in Linseed Oil. By our method of manufacture, the tendency of the White Lead to "chalk," and of the Oxide of Zinc to "scale," is entirely overcome.

All claims made for the durability of the Ingersoll Paints, are based on the unsolicited testimony of our customers.

With the INGERSOLL PAINTS you can give your customer a thoroughly satisfactory, durable job, which will increase your reputation for good work and enlarge your business.

We want the co-operation of good, reliable Painters. If you have never used the INGERSOLL PAINTS, send us a trial order, and we will convince you as to their merits.

The INGERSOLL PAINTS are sold "direct to you," at Factory Prices. There are no Middlemen's Profits and Expenses included in the price we ask.

What Customers Say.

TESTIMONIALS usually published by Paint Makers are written by Storekeepers, Dealers, and Agents who are interested in the sale of the Paint they recommend. **They are of no value.**

We receive annually thousands of **unsolicited testimonials** written by disinterested customers. **They mean something.** We can print only a few; they all tell the same story. We will be glad to show the Original Letters extending back over 25 years, and furnish you names of customers in your vicinity.

Over 63 years' practical use has proved that the INGERSOLL PAINTS, properly applied, will not peel, crack, or chalk off, and will cover as much surface, last longer, and look better than any Paint on the market.

All claims made for the quality and durability of Ingersoll Paints are founded on the unsolicited testimony of our customers.

Your use of the Ingersoll Paint will prove the truth of every claim made for it.

"Direct to you" the Ingersoll paints cost less than common paints from a dealer.

A few sample letters copied from originals in our possession. **Read them.**

From E. G. Buzzel, Fryeburg Center, Me.

"Seven years ago I used the INGERSOLL PAINT on my house, and it has given good satisfaction. I would like Sample Cards and Book on Painting."

From Wm. W. Burton, Wilton, N. H.

"I write asking for Samples and Price Lists. I bought Paint from you eight years ago and liked it."

From F. A. Berry, So. Wolfboro, N. H.

"I shall send to you for Paint when I get ready to use it. I know what the INGERSOLL PAINT is, for my house was painted with it twelve years ago and looks quite well."

From E. C. Beers, Springfield, Vt.

"I want some Inside White and some Floor Paint. I used some of your RUBBER PAINT four years ago, and like it so well that I shall never use any other."

From Elbridge Adams, Shelburne Falls, Mass.

"I buy only the INGERSOLL LIQUID RUBBER PAINT for my own use, and have recommended it to others as being the Best Paint Made."

From S. M. Cowles, Kensington, Conn.

"Please send Samples of Colors. I used your INDESTRUCTIBLE PAINT on a Barn 14 years ago, and it still looks well."

From A. Whiting, Torrington, Conn.

"I painted a house 19 years ago with your Paint, and it looks fair yet. Send me Sample Cards, etc."

From A. H. Stevens, Highbridge, Conn.

"I am pleased to receive your Card and to say that from experience of over 25 years, I believe your Paints are 'as good as the Best.'"

From Geo. A. Clark, R. F. D. No. 3, Eden, N. Y.

"Your Sample Cards and Circulars at hand. I used your Paint some years ago and am perfectly satisfied. I will use no other. I intend to use about 45 gallons this Fall, and you will certainly get the order."

Your use of the Ingersoll paint will prove the truth of every claim made for it.

From Dexter Wheleer, Poplar Ridge, N. Y.

"Past experience teaches me that for durability and permanency of color, the INGERSOLL PAINT leads."

From Mahlon Carver, Carversville, Pa.

"I have used the INGERSOLL PAINTS. For firmness, evenness of surface, and fine lasting lustre, it surpasses any other Paint."

From Alex J. Wedderburn, Washington, D. C.

"To be serious, your Paint is A No. 1, and I wish to continue its use. I can show you Paint, inside and out, that has been on the Grange Camp Buildings for 9 years, and it is as good to-day as when first put on. I have had some of your Paint on an old house for 10 years and it looks like it will never wear off. I have some new buildings to paint and desire some of the same kind of paint."

From Henry C. Dunham, Catharine, N. Y.

"Will you send me Sample Cards showing Colors? I used your Paints with satisfaction; I find them good. They do not 'chalk' like White Lead and Oil."

From L. Boswell, East Chatham, N. Y.

"I used some of your Roof Paint and it is fine. I am a Painter and Paper-hanger, and please give me the price of it again; it is the best I ever used."

From Francis Cogswell, Builder, Essex, Mass.

"I received the Sample Cards. I have used your Paint off and on for the last 20 years and know its wearing and lasting qualities. I know of one building painted 25 years ago with INGERSOLL'S PAINT and has not been painted since; it looks fairly well now."

From Geo. Bennett, Bainbridge, N. Y.

"I have an advertisement for your Paint which speaks for itself. There were three houses on this street, painted last Spring, two with Lead and Oil, which turned yellow and are chalking off. My house, painted with your Outside White, is a Pure Snow White, and so glossy that some people claim we used Varnish in the Paint."

From John Beatty, Jr., Beatty, Pa.

"Some 6 or 8 years ago, I painted my house with INGERSOLL'S PAINT,—last year I washed it (owing to the smoke of coke ovens, etc., had blackened), and found it just as nice as the day it was put on."

We are the only makers in the world making and selling Ready-Mixed Paints exclusively to the user.

From Wm. H. Buck, Greenlane, Pa.

"About 28 years ago when I was Secretary of Adams Grange, we dealt with you and found your Paints as represented, in every particular. I therefore enclose an order."

From A. H. Bickel, Pottstown, Pa.

"Enclosed please find order for Paint and check to cover cost. This is for my Brother. He has had some experience with your Paint, having used it 14 years ago. He says he will use no other."

From A. McH. Caldwell, Simmonsville, Va.

"I have used the INGERSOLL PAINTS for 15 years and find them first-class. I have been in the painting business for 20 years, and have never used a better Paint than yours."

From Jno. G. Fox, New Stanton, Pa.

"The INDESTRUCTIBLE PAINT I purchased from you 12 years ago, and applied on a badly weather-beaten house, is still in remarkably good condition, considering the time it has been on, and will turn more water from its surface than some houses in this vicinity, not painted over six years with White Lead and Oil."

From P. R. Bedsoul, Pipers Gap, Va.

"Some years ago I ordered 14 gallons of your INDESTRUCTIBLE PAINT, and painted my house. It is giving perfect satisfaction. There is not a scale to be found. I prefer the INDESTRUCTIBLE Paint to the Paints usually sold in the Country Stores at $1.25 a gallon. Several of my neighbors have used your Paints, and are well pleased."

From Alfred Bush, Linn, W. Va.

"I used the INGERSOLL PAINT 17 years ago, and it gave good satisfaction. I intend to do some painting this Summer and will certainly order from you."

From Nelson Booth, Belington, W. Va.

"Please send me Sample Cards, etc. Several neighbors of mine intend to use Paint and I have recommended the INGERSOLL PAINT, as I used it 23 years ago, and it looks well yet."

From J. P. Smith, Clemsen College, S. C.

"Please send me your Sample Color Cards and Prices of Paint. I used some of your Paint 20 years ago, and found it good and durable. I am now building a cotton mill and want to use the same Paint."

The best is always the cheapest. You can get the best paint "Direct" from Ingersoll at factory prices.

From John B. Alexander, Menlo, Ga.

"I will place my order for Paint with you when ready to use it. I have been observing your Paint on my neighbor's house for many years and it is as bright and nice as when first applied."

From P. D. Dumson, Waco, Ga.

"Your Paint is the Best Paint on the Market. I find it to be all you claim for it, if not more."

From Alonzo M. Trago, Plymouth, Ohio.

"I used 20 gallons of your Paint last Spring, and believe it far superior to any Paint used here this Spring."

From J. C. Vollmer, Painter, Oak Harbor, Ohio.

"I have used your Paint for some years with full satisfaction. There is no other Paint made in this U. S. the equal in durability to the INGERSOLL LIQUID RUBBER AND INDESTRUCTIBLE PAINTS, and I would advise everybody to use the Patrons' Paint."

From H. H. Crider, R. F. D. No. 2, Navarre, Ohio.

"Please mail me your Color Cards, etc. I expect to paint my house this Spring. I used your LIQUID RUBBER PAINT on my barn in 1902. It looks well now. It had a good body and spread smooth under the brush. It shows up perfectly fine and shines like marble. I am more than pleased."

From Henry Bowers, Brokensword, Ohio.

"Paint recently ordered came promptly. Some 20 years ago we used your RUBBER PAINT and it gave good satisfaction."

From Geo. W. Craft, Georgetown, Ky.

"I am a Painter and use a great deal of Paint. One of my neighbors purchased your Paint and I applied it for him; I think it is the Best Ready Mixed Paint on the Market."

From John F. Bauer, R. D. No. 2, Sharpsville, Ind.

"I would be glad to receive Samples and Prices on your Paints. I used some of your Paint on a barn about 18 years ago, and it proved very satisfactory."

From Samuel Deeds, Parker, Ind.

"I used your LIQUID RUBBER PAINT on my house 17 years ago, and it gave better satisfaction than any Paint I ever used. I would like your Sample Color Cards."

It will surprise you to know for how little money you can paint your buildings: Write Ingersoll.

From W. A. Evans, Letts, Ind.

"Please send me Prices. I have been using the INGERSOLL PAINTS some 15 years, and find them the Best Paints I can get."

From A. J. Thompson, Preston, Ill.

"I used your INDESTRUCTIBLE COTTAGE PAINT on my house, and am highly pleased. All that see it speak highly of the Quality of your Paint."

From R. S. Bowers, R. D. No. 2, Bellville, Ohio.

"I will order from your House when I am ready to do so. We have been using the INGERSOLL PAINTS for the past 25 years, and think there is none better on the Market."

From Jerome Villier, Kokomo, Ind.

"Your Paint has gained the confidence of all who see it. It is standing and looking as well as when first put on."

From Wm. A. Boston, Sr., Sulphur Well, Ky.

"Yours at hand. I have been talking and recommending the INGERSOLL PAINTS to several Parties this Winter. I have had some men here to see my building since painting it. If possible, my Paint looks better than when first put on. The Painter said it was the best to hang and not run, that he had ever put on."

From C. H. Brown, Hillsboro, Ill.

"Please send me your latest Price Lists and Sample Cards as soon as possible, as I am ready to order Paint. I don't want any Paint but INGERSOLL'S."

From H. Bump, Flushing, Mich.

"I was looking over my letters and found your receipt of April 23rd 1902, for the barrel of INDESTRUCTIBLE PAINT purchased. I am well pleased with the Paint. It spread over lots of surface."

From W. J. Beal, Agricultural College, Mich.

"Some years ago I bought some of your Paint. It was very low in price, and gave the most excellent satisfaction. I am ready to use more Paint. Please send Sample Cards."

From Wm. Bottomley, Darlington, Wis.

"I intend to build a Barn this Summer and will send you an order I used the INGERSOLL PAINT 12 years ago, and it has proved satisfactory in every respect."

Tell us your paint troubles, and we will provide a remedy.

From A. Snyder, Osage, Iowa. Sept. 24th, 1900

"I am satisfied the INGERSOLL PAINT is the Best I ever saw. I got Paint from you 19 years ago to paint a Church, and it looks better now than buildings painted two or three years ago with other Mixed Paints."

From Wolf Fleugel, Lohman, Mo.

"I received the Paint you shipped to me, and used the same. It is the smoothest and best Paint I ever saw."

From M. Buell, Peabody, Kans.

"Having used your Paints while living in the State of Michigan, with good success, I write you for Sample Cards and Price Lists, as I am satisfied that I can get no other Paint as good as INGERSOLL'S."

From S. C. Rector, Fentress, Texas.

"I used your LIQUID RUBBER PAINT ten years ago, and was well pleased with it."

From D. W. Boone, Pullman, Wash.

"I shall surely patronize your House. The INGERSOLL RUBBER PAINT which we bought of you for our Grange Hall, was the Best we ever used. Please mail me one of your Books, and Sample Cards."

From A. J. Bancroft, Tekoa, Wash.

"My family and I are enjoying the 'shine of the INGERSOLL PAINTS' on my buildings. Several of my neighbors, since seeing my buildings, have purchased your Paints and are well pleased with them."

From Fred Benfield, Corbett, Oreg.

"If I find any one that wants Good Paint, I will surely recommend the INGERSOLL PAINT. It is a great success, the best I ever used."

Thirty dollars spent for Ingersoll's Paint will add five hundred dollars' value to the appearance of your home.

There is lots of enjoyment and satisfaction in a cheerful home. Ingersoll's Paint will help amazingly both indoors and out.

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THE INGERSOLL WAY OF DOING BUSINESS

FROM FACTORY OVER THE HEADS OF THE MIDDLEMEN TO CONSUMER

DIRECT DEALING SAVES YOU ALL THESE MIDDLEMEN'S EXPENSES AND PROFITS.

LOWEST PRICES TO ALL
SPECIAL FAVORS TO NONE.

BEST POSSIBLE QUALITY
LOWEST POSSIBLE PRICE.